The Sacramento Observer

AMERICA'S NO. 1 BLACK NEWSPAPER

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RALPH BLASTS CAUCUS

(SEE PAGE A -3)

Dr. Herman Long, right, president of the United Negro College Fund Inc., is shown being presented "the key to the city" by Sacramento City Councilman Herman Lawson. The occasion was the local kick-off luncheon for the UNCF held last Friday at the Mansion Inn. The UNCF provides funds to 41 Black colleges which has a combined student population of about 45,000 from all over the 50 states. Dr. Long is also president of Talladega College, Alabama, one of the UNCF's member colleges. (Another photo and story on Page A-6).

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FOR WEEK OF
NOV. 28 - DEC. 4, 1974

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FIRST BLACK JUDGE

For the first time in the history of the Sacramento County a Black man has been appointed to the bench.

California Governor Ronald Reagan this week appointed Sacramento attorney Thomas G. Daugherty to the Municipal court after Robert Williams, Reagan's legislative analyst declined the $37,098-a-year job.

It has been speculated for nearly two-years that Daugherty would receive a municipal of superior court judgeship. However, the newly appointed judge said that he was "surprised" at his appointment.

"I was surprised. The first thing I asked was which county, because I knew that all the municipal and superior court appointment had been made. There had been no public word that Robert Williams had declined," said Daugherty.

Daugherty, 46, has practiced law in Sacramento since 1964. Prior to moving to the city he practiced in Los Angeles were he was born and raised. He attended San Diego Jr. College and completed his B.A. degree in Education at Los Angeles State College.

Daugherty received his law degree in 1959 from Southwestern University School of Law in Los Angeles.

Judge-appointee Daugherty said that he has been interested in becoming a judge for a number of years.

"A few of my friends from Los Angeles are judges and they are one that first got me interested," said Daugherty.

Municipal and superior court judges are appointed by the Governor. Municipal Court justices hear criminal cas-

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The Sacramento Observer

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OFF TO AFRICA

Shirley Temple Black, new U.S. Ambassador to Ghana and former child movie star, got a briefing on international labor issues by Deputy Under Secretary Joel Segall, left, and ILAB African Area Specialist William Steen during a recent visit to the U.S. Labor Department. The former actress has held a variety of domestic and overseas federal post in recent years. This week Ms. Black left for Ghana as the country's top diplomat to the African nation.

Deposed Emperor Haile Selassie has freely signed over his entire personal and family fortune -- unofficially estimated at $1.5 billion to $15 billion -- to aid victims of Ethiopia's disastrous drought, the military government announced this week.

The communique said Selassie signed over his fortune "of his own free will" and not to save his life, as had been widely reported.

Selassie's entire income -- investments, corporate stockholdings, bank deposits and "all jewels and precious stones" -- will be used by the Drought Relief Commission set up late last year, the communique said.

Melba Moore's Marriage Confirmed

According to the New York Amsterdam News Singer Melba Moore, who is set to begin recording a new album on the Buddah label, confirmed that she has married Charles Huggins, the owner of Charles Gallery nighclub and restaurant in New York. The private civil ceremony was held Sept. 10 in New York.

Miss Moore told the Amsterdam News that as soon as time allowed, the newlyweds hoped to sponsor a reception and perhaps a second public ceremony for family, friends and the press.

The marriage is the second for the singer-actress and the first for Huggins.

MELBA MOORE

Sly Stone And Wife May Reconciliate

Sylvester (Sly Stone) leader of the rock group Sly and the Family Stone, and his estranged wife actress Kathy Silva are talking reconciliation, there attorney said. recently.

The couple, who were married before a crowd of 21,000 in New York's Madison Square Garden June 5 and separated Sept. 28, appeared in Santa Monica Superior Court for a temoorary support hearing.

Mrs. Steward is asking $15,000 a month for support of herself and their son, Sylvester.

Stewart also faced a contempt hearing for allegedly taking the baby after the mother was given custody at the end of October.

Arthur Toll, attorney for Mrs. Stewart, said the baby was returned to her after being kept by the father for eight or nine days.

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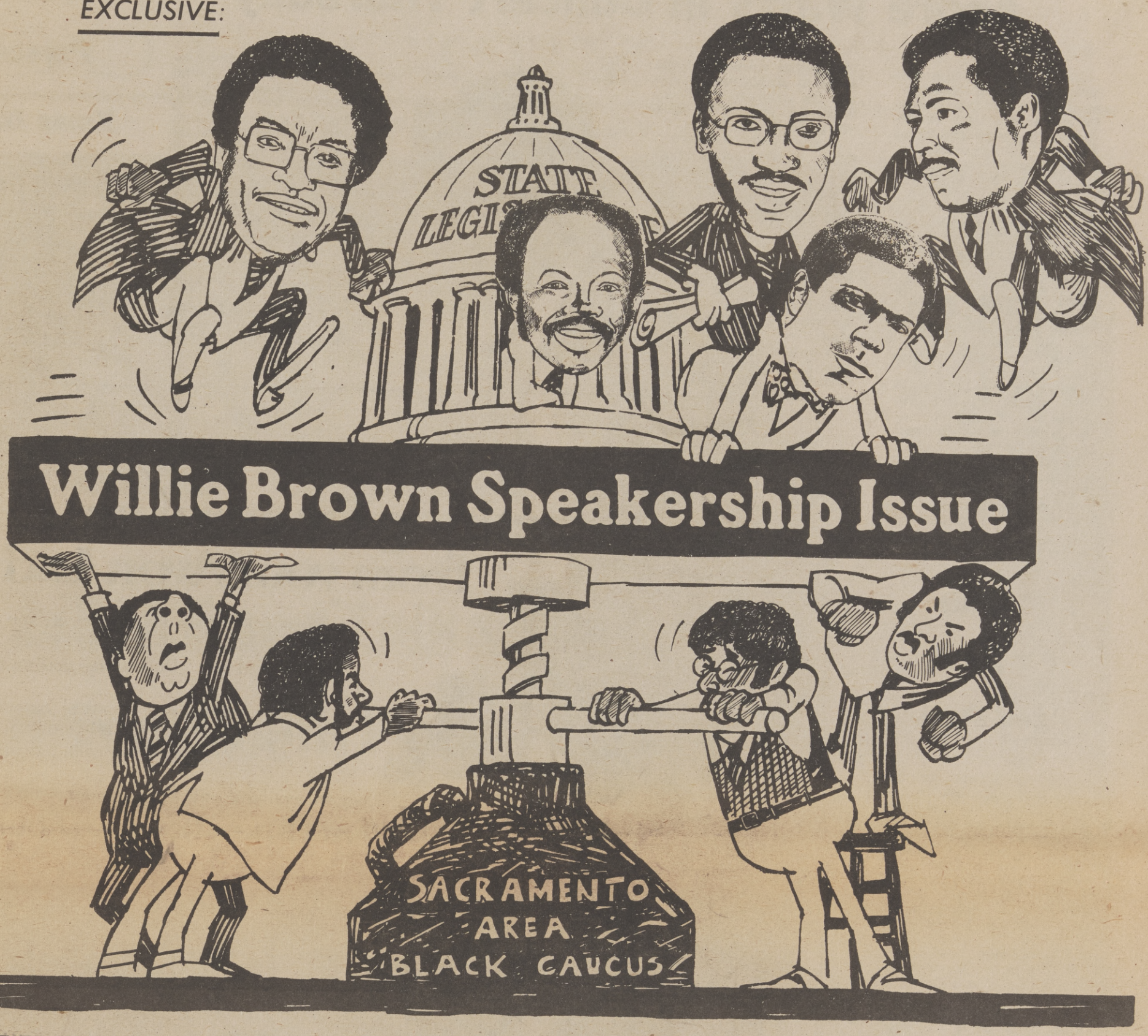


Willie Brown Speakership Issue

'NEITHER OBJECTIVE NOR ANY KIND OF INVESTIGATION'

Ralph Blasts Local Caucus 'Paper'

"Willie Brown would have been as detrimental to the Black Caucus and to the Black community in California as Adolf Hitler was to Germany. He ought to be dealt with in those terms, and there is ample evidence, and I gave this to the Sacramento Area Black Caucus."

The above quotation is that of California Assemblyman Leon Ralph, Chairman of the Assembly Rules Committee. Ralph made this statement during a recent interview on KERS radio, California State University Sacramento, in responding to a controversial Sacramento Area Black Caucus "position paper."

In the Sacramento Area Black Caucus paper entitled, "An Investigation Into The California State Legislative Black Caucus' Voting To Defeat A Black Assemblyman In Perference For A White Assemblyman," the local caucus concluded that California's Black legislative caucus acted out of self-interest in voting for Leo T. McCarthy for the speakership of the California Assembly. The 30-page SABC report also concluded that Black assemblymen favoring McCarthy made "errors in judgement."

"...In short," the SABC position paper said, "had any of these questions been approached from the standpoint of the welfare of the black community, they all could have been resolved without the errors in judgement which were subsequently made, but since they were all approached from the standpoint of 'what can I get out of this,' the decisions reached had a cumulative and substantial negative impact on the black community."

Assemblyman Ralph during his KERS interview totally disagreed with the local caucus' report. He said that it was "neither objective nor the results of any kind of investigation." "In fact," Ralph said, "the people behind the report have been used by Willie Brown and time will convince them of this."

In reply to the SABC's contention of a Black community "negative impact" against the Black legislators for their vote, Ralph said, "that's nonsense."

"In my district, we've just come through an election. I was one of the three top vote getters from the Legislature in the State of California. Bill Greene got 86% of the votes in his district. I got 83% of the votes in my district. John Miller got 75% of the votes in his district. Julian Dixon got 74% of the votes in his district. Willie Brown got somewhere around 64% of the votes in his district. So, if there is a vote reaction it certainly isn't evident in the votes," said Ralph.

"In addition to that," Assemblyman Ralph added, "there was another reason that we've been reluctant, the (legislative) Black Caucus has been restraining itself from going public on this brother, because we felt that we should not have to wash our linen in public. We felt that if there were disagreements between us that we ought to be able to sit down as men and deal with those disagreements. But Willie Brown's persistence is that there were reasons other than the real reasons for our voting against him--(reasons less than honorable when in fact he is the one who has been dishonorable).

"When the Sacramento Area Black Caucus permits itself to be used by the brother and comes out with a written report, we have no alternative," Ralph said.

"So, we will have to deal with it in the open now, and it is going to be detrimental to Willie Brown for us to deal with it in the open. We will have to pull the covers off that cat, and we have no alternative," said Ralph, a former close associate to Brown.

Assemblyman Ralph added that in their report "the SABC states that (Assemblyman) Julian Dixon said that Willie Brown is old politics. What he meant by that, and the Sacramento Area Caucus has seen fit to play games with it, is...and what I mean by it, is that, old politics is to say anything, and to do anything to acquire the necessary votes in order to win. We happen to believe that that is wrong," added Ralph.

"That mitigates against the interest of Black people," the assemblyman said.

"We believe that Blacks who are in public office ought to say some things and mean them, and stand by them, and put their reputations on the line; and that involves speaking to a brother. That involves respecting a sister. That involves dealing with people. That involves making commitments. While he

(Continued on Page A-8)

Andre Watts In Concert Thursday

Andre" Watts, one of America's most talented concert pianist, will appear in concert at the Sacramento Earl Warren Community Center Theater on Thursday, Dec. 5th, at 8:30 p.m.

The event will be suponsored by the Sacramento Ballot Association.

Watt, 27, was born in Germany and his first eight years were spent in Europe. His fathere is Black and his mother is Hungarian.

The talented musician appeared on the music scene 10 years ago when he was only 16, introduced by Leonard Bernstein as a soloist for a New York Philharmonic Young People's Concert.

His mother was his first techer, who is a good pianist herself, and since that time music has played an important part in Andre's life.

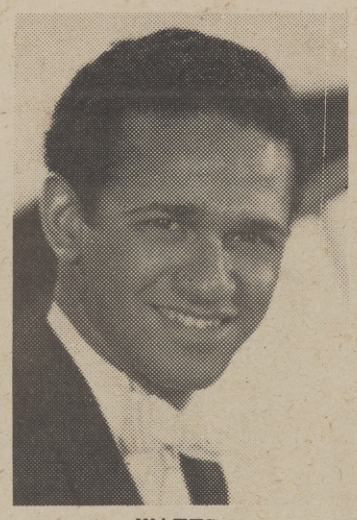
At the age of 4, Andre was playing a miniature violin, but by age 6 he had made clear his preference for the piano.

He later was enrolled at the Philadelphia Academy of Music where he studied musical history and composition and continued the study of the piano with professional teachers.

At age 9 Andre competed against 40 other gifted youngsters for an engagement with the Philadelphia Orchestra's Children's Concerts. He won the competition and played a Haydn Concerto with the Orchestra.

At age 10 Andre played the Mendessohn G Minor Concerto with the Philadelphia Orchestra and at 14 returned for an appearance at the Academy of Music.

Bernstein first heard Andre when the youngster was 16 and Bernstein recalls, "I flipped."



WATTS

Watts made his European debut in 1966 with the London Symphony. A year later he celebrated his 21st birthday by signing a long-term exclusive contract with CBS Records and making a debut with the Berlin Philharmonic. And in the fall of 1967 he made a world tour for the US State Department.

Those achievements represent only a few in Watts' young but glorious career.

According to the New York Times, Watts is "Electrifying, sensational, daring, colorful, imaginative, powerful..."

Tickets are available at the Center's box office.

Call 449-5181 for information.

Burbank Presents Xmas Dance

The Luther Burbank Sr. High School Girls' P.E. Department, under the direction of Miss Evelyn Dorsch and Mrs. Cathy Cowgill, will present its annual Christmas dance performance at 7:30 p.m., December 4, 1974, in the girls' gym.

The program will be followed by refreshments. Baked goods and craft items made by students will be on sale before and after the performance.

Caucus For Black Aged Meet

The National Caucus on Black Aged met in Los Angeles, California, last Friday and Saturday, November 22 and 23. The conference presented four training seminars in "Problems and Services to the Black Aged."

The Seminars were as follows: 1. Service Delivery; 2. Special Programs; 3. Information and Data Use; and 4. Funding for Program.

The conference was hosted by the Greater Los Angeles Chapter of The National Caucus on Black Aged.

Those attending the meeting were from all of the major cities in California -- Sacramento, Los Angeles, Berkeley, San Diego, and Fresno.

The conference adopted a resolution to establish a California affiliate to the National Caucus on Black Aged. Delegates were to return to their respective communities and put machinery into motion to establish local chapters and discuss the formation of the State Affiliate.

The State Office on Aging was represented at the conference by Stan Nielson, Deputy Director, and Oreitha Eggleston, Section Chief, Training and Special Projects. Several employees of the State Office on Aging attended as interested observers and as persons committed to the objectives of the National Caucus on Black Aged.

California Legislators was represented by Janet Levy, Chief Consultant to the Joint Committee on Aging; Assemblyman Willie Brown; Assemblyman Bill Greene; and Senator-Elect Nate Holden.

Other from Sacramento attending were Hazel Mahone, Sacramento City Unified School District; Delores Geiger, President of the Sacramento Inner City Health Corporation; Marion J. Woods, President of Marion J. Woods and Associates, Inc.; Tony Francis, Sacramento County Commission on Aging; Margaret Murphy, Secretary/Treasurer of the Sacramento Inner City Health Corporation; Jesse McClure, Dean of Social Works, Sacramento State University; and Heman Smith.

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The Sacramento Observer

OUR CITY

GEORGIA'S LEGISLATOR BOND AT CSUS

Following his speech, Bond took a moment to speak with young admirers.

Julian Bond Talks Of Socialism, Poor

Georgia State Legislator Julian Bond, last week addressed an attentive audience gathered at California State University Sacramento's Men gymnasium.

Bond has the distinction of being the first Black elected to the Georgia legislature since the end of "radical reconstruction."

Bond was refused his seat in the legislature by staunch supporters of segregation. After a lengthy court battle ending with the judgment by the U.S. Supreme Court, he was awarded his seat.

At the 1968 Democratic National Convention, Bond was nominated for Vice-President. He was unable to except the nomination, because of his youth at the time.

While in Sacramento the 33-year-old legislator aimed his razor - sharp statements at the present economic condition confronting America. He said that socialism was the only means for poor people of this nation to advance their lot.

Bond also made critical references concerning the state of politics in the wake of Watergate and former president Nixon's forced resignation.

The young Georgia State Legislator, Julian Bond, is a forceful speaker. He held the attention of the audience as he denounced many of the ills facing American government and society.

'Young, Gifted And Black' At Civic Theater

To open the Harlequin State series season, the Sacramento Civic Theater will present, "To Be Young, Gifted, and Black," by Lorraine Hansberry.

It is not so much a play as it is a chronical of the sight, sound, feel and smell of the Black expereince in America as seen through the eyes and imagination of Lorraine Hansberry, one of America's most gifted playwrights.

"Never before, in the entire history of the American theater, has so much of the truth of Black people's lives been seen on the stage . . . She was my sister and my comrade . . ." wrote James Baldwin about Miss Hansberry and her first play, "A Raisin in the Sun," which made her, at 29, the youngest American, the first woman and the only Black playwright ever to win the New York Drama Critics' Circle Award for Best Play of the Year. ("A Raisin in the Sun" will be done as the fourth of the Eaglet Play Series in March as part of a tribute to Miss Hansberry.)

"To Be Young, Gifted, and Black" is the story of Lorraine Hansberry, told in her own words. It moves back and forth in time - from her earliest childhood in the Chicago ghetto to memories of her first trip South and the images of slavery it stirred in her; from the race riot at Englewood High to her triumph in New York.

The play was woven together from letters, diaries, notebooks and portions of her plays by Robert Nemiroff, her husband and literary executor. It is not mearly a Black play, but a much more universal statement, incorporating Miss Hansberry's very real and deep understanding of the human spirit, whatevet race, color, or creed.

The director of the play is Haze Bergeron, well known to theater audiences in the Sacramento area. Mr. Bergeron has carefully assembled an excellent cast, that includes the following: Valerie Brown, Sylvia Daniels, Beatrice Green, William Houze, Vincent Isaac, Cynthia LeFlore, Marsh McCandless, Barbara Abb Reece, Lois Smith, Alison Stuart, Ellie Sugar, Scott Turner, and Bill Wahl.

"To Be Young, Gifted and Black" opens, for two weekends only on Friday, December 6. It plays Fridays and Saturday at 8:30 P.M., December 6 through 14, with special Sunday matinees at 2:00 P.M. on Sunday, December 8 and 15. Although seating is unreserved, advance reservations are recommended because of the limited capacity in the Harlequin Stage.

Call the Civic Theater Box Office, 441-6991.

Maya Angelou Speaks At CSUS

"Survival and Joy" will be the topic of a Convocation address by Maya Angelou, the Distinguished Visiting Professor of General Education at Califonia State University this fall, who will speak on Thursday, December 5, at the University.

The program, for which classes are dismissed, will be held at 1:10 p.m. in the Men's Gym. Members of the public are cordially invited to attend the speech which is being sponsored by the Cultural Programs Committee of the University.

"Maya" is the Sanskrit word for wisdom and extraordinary powers. Any Maya Angelou is just such a woman, a CPC representative said. Tall and statuesque, she is a dancer, singer, poet, playwright and a author of two best sellers.

"Maya Angelou's two books, 'I Know Why The Caged Bird Sings' and 'Gather Together In My Name.' are her portraits of life as she has known and experienced it. She spent most of her childhood in the South, and she learned the meaning of being Black in a white society. Despite the sorrow and proverty she has lived through, she has no bitterness or hate. She sees life's ugliness, but she celebrates its beauty," University hosts declare.

"Creativity seems to flow out from Maya Angelou. Her poetry book, "Just Give Me A Cool Drink of Water 'fore I Die," was nominated for Pulitzer Prize," the spokesperson concluded.

Local 'Negro College Fund' Launched

Dr. Herman Long, president of the United Negro College Fund Inc., believes attending an all Black college can help Black youngsters who suffer a lack of identity and awareness of their own possibilities.

Dr. Long made the statement during a UNCF fund-raising campaign last week at the Mansion Inn--the first UNCF campaign to be held in Sacramento.

The UNCF provides funds to 41 Black colleges which has a combined student population of about 45,000, spread over 50 states.

The organization is 30 years old and represents one of the oldest such national fund efforts.

Dr. Long, who also is the president of Talladega College of Alabama --his alama mater, was joined by Eugene E. Trefethen Jr., retired Kaiser Industries president; Ginger Ruthland, a channel 3 news reporter; Milton McGhee, a local attorney and graduate of a UNCF-supported school and Robert Kelly, one of KCRA's owners, in explaining the needs of UNCF.

Dr. Long said the financial needs of Black colleges have grown, making it necessary for expanded fund-raising drivers.

The Sacramento visitor urged Black students to attend Black colleges where, he said, they will not be judged on the color of their skin.

He said more Black students from areas outside the South are now attending such universities as Fisk. Fifty per cent of Fisk University's students do not reside in the southern United States, Long said.

KICK-OFF LUNCHEON

Local supporters of the United Negro College Fund last Friday kick-off this year's efforts to raise funds in the Sacramento area. To date business, foundations, organizations and individual contributors have donated $1,078 to UNCF. The Kick-off was a luncheon held at the Mansion Inn. Master of ceremonies function was performed by Bob Kelly, left, part owner of the Kelly Broadcasting Company (KCRA Radio and Television) and co-owner of River City Bank. Retired President of Kaiser Industries, Eugene E. Grefethen was guest speaker. KCRA reporter Ms.Ginger Ruthland, right, addressed the gathering, speaking on her experiences and views of Black colleges. Shown from left are Kelly, Dr. Herman Long, president of Talladega College, Alabama, who is also president of UNCF and Ms. Ruthland.

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UCD Legal Students Charge University With Discrimination

A coalition of Third World legal students claim that the University of California at Davis is discriminating against non-whites and women by not officially implementing an affirmative action plan.

At a press conference held last week at Sacramento City Hall, the students released an 18-page letter addressed to UC Davis Chancellor James H. Myers, informing him that in their opinion the University was not compling with "minimum federal requirements" related to affirmative action.

The letter alleges that the university has not adequately embraced nor implemented the principles of affirmative action on the UC Davis campus.

"We have sought guidance from officials of HEW's (Housing, Education and Welfare) office for civil rights. . .The American Civil Liberties Union, other past and present government officials, and various organizations representing women and minorities. All the persons with whom we have confered concur in the conclusion that the present affirmative action plan does not meet minimum federal requirements," said a portion of the letter.

The letter was dated October 30, and carried a 30 day notice inviting Myer to negotiate an "acceptable plan."

"If there is no response by December 1, "a coalition spokesperson said, "the CAA will proceed to prepare a formal legal complaint."

At issues is the university's "policy statement if intent." Ms. Judy Johnson, a member of the Black Law Students Association, voiced the frustration of coalition members at the lack of a definitive affirmative action plan.

"We can't even get to the point of having to challenge an affirmative action plan," said Ms. Johnson.

The Board of Regents (the governing body of the University of California) adopted a policy statement May 2, which aims to implement affirmative action of nine UC campuses.

Bob Bynum, UC Davis public information officer said that the 18-page letter was turned over to Donald Swain an Academic Vice Chancellor, who in turn, turned the document over to the university's legal department for evaluation.

Chancellor Myers has not made a formal statement regarding the document and according to Bynum probably will not.

Y.H. Toso Himel said that the University not only has a federal mandate to satisfy, but a moral obligation as well.

"It is their legal and moral duty to implement a plan," he said.

Kathy Striemer a spokesperson for the UCD Women's Caucus accused the University of not living up to its self-proclaimed statement of policy of affirmative action.

She added that the University probably does not have any intention of do so either.

Bynum conflectively reported that he is currently meeting with other UC staffers to determind goals and timetables for over 18 separate and distinct administrative department, in an effort to implement affirmative action.

The coalition alleges that among the top 30 administrative positions at UCD, there are no Asians, Chicanos or Native Americans. However, there are two Blacks, one woman and one male, employed in executive positions.

"In addition to hiring, affirmative action law requires an employer to have specific programs relating to recruitment, promotion, conditions of employment, grievances, training and testing according to the coalition.

When asked if they had a list of negotiable items or concessions the coalition would like to see implemented, Himel responded, "we don't want anything for ourselves. What we do expect is that the University should live up to the letter of the law."

A portion of the University of California, Davis Coalition for Affirmative Action are shown here during a press conference held last week answering newsperson's questions. Shown are left to right, Cliff Lee, Ms. Kathy Striemer and Ms. Judy Johnson. The coalition represents various minority and women's groups attending the university.

Car Repairs, Collection Agencies Discussion

Few things are more infurating than paying for car repairs you did not need.

Or paying for repairs that are poorly done.

Or having repaires done, that you did not ask for.

Or receiving a bill that is dollars higher than the estimate.

Or . . . the list goes on.

But all these things happen to people who are unaware of their legal rights.

In order to protect and inform consumers of their legal rights concerning car repairs and collection agencies several Oak Park community organizations are sponsoring an informative session at the American Legion High School Auditorium, 39th Street and 4th Avenue, on Dec. 2, Monday at 7:30 p.m.

There is no charge.

Participants will be Paul Smith, Don Kittilsen and Chet Johnson from the Department of Consumer Affairs; Loren Mitchell, from the Legal Aid Society, Sacramento realtor, Joe Carter and attorney Joe Cooper.

Sponsoring organizations include the Sacramento Area Black Caucus, Sacramento Urban League, the Oak Park Neighborhood Council, the Oak Park Project Area Committee and a representive group at McGeorge School of Law.

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HAPPY SHOPPING!
Southgate
HORIN ROAD AT FRANKLIN BLVD.

County's First Black Judge...

(Continued from Page A-1)

es (where sentencing is made to County jail), traffic court, money judgement and civil cases.

Daugherty's appointment to the municipal court bench is unique beyond that fact that he is Black. Very seldom does a practicing attorney in private practice receive an appointment to the bench. The trend followed by most governors, said Daugherty, is to appoint lawyers from large law firms.

The new judge-appointee and his wife, Millie, have two children, Kevin 13, and Erin, 9. As to why they decided to settle in Sacramento, Daugherty said that he and his wife shopped for a city in California "like you would shop for an automobile."

The Daughertys said that they decided upon Sacramento based on its proximity to water recreational areas. The judge-appointee's family enjoys water activities and hunting.

Daugherty said that he does not have any particular philosophy on approaching the bench. He said we would not be uncomfortable about hearing cases with his former Black colleagues.

"It's not an unusual situation, I've done it before as a judge pro tem. When you are on the bench you have two attorneys litigating their cases, that's what you hear"

"Most attorneys know before the judge decides whether they have won or lost," said Daugherty.

Becoming a judge is sure to change the life of Daugherty and he agreed that it would.

"It's going to have an effect. You have to be aware at all times that you are a judge and a respected member of the community," adds the history making appointee.

JUDGE APPOINTEE AND FAMILY

Newly appointed Sacramento Municipal Court Judge, Thomas G. Daugherty and family pose for this picture less than 24 hours after California Governor Ronald Reagan named him to the bench. The Los Angeles native, becomes the first Black in the history of Sacramento County to sit on the bench. Prior to this week's appointment Daugherty practiced law as a private attorney. Shown are Judge Daughtery, wife Millie and their two children Kevin, 13, and Erin, 9.

Ralph Blasts Caucus 'Paper'...

(Continued from Page A-3)

(Brown) refused to make commitments to the Legislative Black Caucus, he was out making commitments to Reagan Republicans for chairmanships. He made commitments, two of them were made to Assemblymen from Orange County. Some of the most conservative people in the Legislature. He made commitments to them for Committee chairmanships, and after three and one half hours at our (the Black legislators') request, he never once made a commitment to anybody...for a committee chairmanship."

Assemblyman Ralph continued, "the Sacramento Area Black Caucus talks about his (Brown's) legislative record. Well, anyone who have studied the legislature knows that a man's legislative record on the floor only comes about after many hours of negotiations and maneuvers behind the scenes. Most of the work in the legislature is, in fact, done in committee, in corridors, in offices.

"It is a sham to talk about a man's legislative record and ignore the total man," Ralph said. "His legislative record was possible, because he (Brown) had the total support of the Legislative Black Caucus."

"They (the SABC) talk about the (legislative) Black Caucus not having a statewide program--absolute nonsense. The Black Caucus, has systematically sat down with the Governor, Willie Brown didn't attend the meetings," Ralph said. When asked why Brown didn't attend Ralph said "apparently he didn't identify with the Black Caucus unless it was necessary."

As far as voting for Brown Ralph said "there is no way that I could ever vote for this man. If Willie Brown ever became candidate for Speaker or Governor or Lt. Governor, I could not vote for him, until he changes his ways and comes home, and accepts the fact that there are some other Black people in this State other than Willie Brown. And that their agendas are as important to the Black community as his."

GETTING COMMUNITY INPUT

The recently elected three delegates to the Democratic Party platform convention to be held in Kansas City early next month continued to simple minority community opinion in their effort to truly represent area Democrats. Last week the delegates met with more community leaders to further discuss party issues. Shown at the meeting are standing, left to right, Dr. H. James Thorton, delegate Joe Cerna, Mary L. Casper, Rev. B. Leland Nash, Rev. Mosses Gibson, Rev. S. Eugene Winn and Rev. Jahue Nash. Shown seated are left to right, Mrs. Dhelina Collins, Mrs. Forma Lee Keys, delegate Lois Jones, Mrs. B.R. Moore and Mrs. Marilyn Reed.

The Sacramento Observer

SECTION B

OBSERVATIONS

NOV. 28 - DEC. 4, 1974

Bradley's Assessment Of The Reagan Years

MEL BRADLEY

AN INTERVIEW WITH MELVIN L. BRADLEY ASSISTANT TO THE GOVERNOR FOR COMMUNITY RELATIONS

Governor Reagan is completing eight years in office. In assessing the Reagan years, what has he done for the Blacks and other Minorities ?

Bradley :

The Governor has tried not to categorize people into groups, and I think we are realizing more and more that our problems and our needs are the same as those of the majority of the people. In recent years we are hearing successful minority elected officials also espouse this philisophy.

I think what Wilson Riles said in a speech to the NAACP. He said, "We serve the advancement of Black people when we offer leadership in the service of all people."

Governor Reagan believes by solving the problems of all Californians all of our citizens benefit regardless of ethnic background.

Minorities are just as interested in unemployment, inflation, high taxes, education, crime as any other citizen.

Governor Reagan signed legislation last year creating a small business office in the Department of General Services to ensure a fair proportion of the State's purchases go to small businessmen. As you know, most minority businessmen are small, and so they beneift from this.

Homeowners now receive $1,750 property tax exemption. That's not for one category of people; that's for all homeowners.

Contrary to popular belief, among many, people who find themselves on welfare are now receiving over 40 percent more in benefits than they did before Ronald Reagan. All of the poor and needy benefit from this.

When Governor Reagan took office in 1967, there was approximately $4 million in the UC Scholarship Program -- now there is something like $44 million in the program. That means that your kid's chances of getting a scholarship are ten times greater today than they were before Ronald Reagan. That means everybody. And the litany goes on.

These aren't "minority" problems -- but minorities benefit when they are solved.

It is important for you to note, however, that the Governor recognizes that Blacks and other minorities do suffer with some problems more so than others and he has addressed these with some success.

I speak now particularly of discrimination in hiring.

Our problem is economics. Our problem is jobs. Our concern is equal opportunity in the pursuit of those jobs. Remember -- it was Governor Reagan who moved to do something about this. The Governor had directed all State Department directors to institute affirmative action plans -- most of these departments have special affirmative action officers to assist them in this effort. Where appropriate, this Administration has discontinued some civil service written examinations.

For example we asked the question, "Is it important for a man whose jobs it is to cut grass to have a high school education, or is the real question does he know how to mow lawns? Wouldn't it be more practical to give a performance test?"

This is the kind of pragmatic approach the Governor likes to take in trying to correct these inequities. Becuase of the Governor's approach, minority employment with the State has increased approximately 50 percent during his eight years, while overall employment figures have remained virtually the same as the day he took office. Now that's not easy to do. I think it shows a commitment and a concern.

The Governor has more minorities working in his Administration than any other Governor in the nation - as a matter of fact, more than all previous California Governors combined.

But, Many people would say the Governor doesn't deserve a pat on the back for doing what is right . That should have been done 20 years ago. They say- what's the big deal.

Bradley :

I'm not suggesting that it's a big deal. You asked the question - I merely responded. And I hasten to add I agree it's no big thing -- and that's one of the reasons the Governor doesn't go into the minority community saying, "Look what I've done." Because it's just a part of being Governor -- the Governor of all the people. It's no big thing -- the fact that the Governor has hired more minorities than any other Governor. It should have been done long before twenty years ago. The last Governor could have done it. But, the fact is it was Ronald Reagan who did it. That does not mean that we've done it all. But I think you will find we've done more than most. If you grade the Governor's performance on the curve, you will find his score to be pretty high.

As assistant to the governor for community relations, what are some of the things you do?

Bradley :

It's my responsibility to direct the Governor's Community Relations program throughout the State. It is my job to maintain bilateral communications to the minority community. As a member of the Governor's senior staff, I participate in Cabinet meetings. I try to keep the Governor apprised of the problems and concerns of the minority community. I make a few speeches here and there. One of the things I enjoy doing it talking to young people. I try to have an effect on what they are, how they perceive themselves and hopefully what they do with their lives.

I try to encourage the kids to stay in school. Going to school is serious business. It is not easy. And it's so important when a youngster graduates from high school. He at least should know how to read, to write, to communicate his ideas and have some ideas to communicate. You know some of our kids after they say Black Power and Right On, they don't have anything else to say. That's unfortunate and we're going to have to do something about it.

You say you advise the governor of the concerns of Blacks— Then you really represent Black people in the governor's office .

Bradley :

I work for Governor Reagan. I am his Assistant. I am an individual. I'm also Black and as such I try never to give the impression that I represent the thinking of all Black people -- nobody can do that. We are not monolithic in our thinking. I do try, however, to express the views of the majority of Blacks. But I do not construe my role as being only concerned about things affecting Blacks and other minorities.

In this regard, then, how do you see your role as a Black man in the governor's office?

Bradley : Well, first, let me say I am an Assistant to the Governor like anybody else on the staff. I have as much or as little relative authority as any other assistant. I recognize the Governor has to be Governor of all the people -- he has to represent the public interest, and the fact is Blacks and other minorities are a part of that public. Now -- I try to do a good job for the Governor. I'm concerned, dedicated -- I try to address the issues with some intelligence. But beyond that and probably what you are looking for -- I try to show a special sensitivity to the problems, the needs and desires of all minorities.

You mentioned the governor requiring the state to implement an affirmative action program. Just what is affirmative action?

Bradley: Well, actually affirmative action plans comes in different forms. In almost every case they are different. In this case we are talking about a department affirmatively attempting to increase its minority employment figures. It means advertising and letting it generally be known that the doors are wide open regardless of race, etc. A good affirmative action plan should be designed toward breaking down barriers of habit, attitudes and myths

(Continued on Page B-4)

Support For NAACP Is Needed

One of the most complex puzzles of the past 60 years is why Blacks, including part of the so-called elite and the intellectuals, do not in larger numbers join and support the outstanding work of the National Association for the Advancement of Colored People (NAACP), only share the benefits.

Since 1910, a relatively small of Blacks and whites -- never more than 450,000 - have made up the membership and support force of the NAACP. Through 64 long years, it has been the main prong of the civil rights thrust, knocking down the barriers to first-class citizenship for Black Americans.

The NAACP knocked out white primaries and housing covenants in the 1940's, killed dining car segregation in the early 1950's, landed a bombshell in 1954 with its school desegregation victory, and play a major role in the legislation of 1964 and '65 with abolished segregation and discrimination in places of public accommodation and also opened the way for Blacks to vote in the South where racist registrars had frustrated our right to register.

And on Capitol Hill, where important legislation affecting the lives of Blacks is enacted, the only continuing safeguard for our people is the NAACP's dynamic lobbyist Clarence Mitchell, Jr., often referred to as the 101st Senator.

And here in Sacramento, Mrs. Virna Canson continues her demanding efforts to secure meaningful California legislation and to defeat harmful bills.

But in spite of its enormous contribution to the advancement of Blacks, the NAACP's membership represents only a little more than 1% or the 25 million Black Americans. Why? Why? Could it be that most of us are Uncle Thomases? This is a real puzzle.

A great many of us talk boldly about civil rights and our own militancy, but it's mostly TALK. Ask one of us to show your our NAACP membership card. That's the shibboleth -- the proof of where we really stand. Get your proof today. Join the NAACP. This is the time of the year for Freedon Seals. And for Christmas, instead of giving your friends neckties and earrings, give them a $6 or $10 NAACP crisis magazine membership. How about it?

FEAR HAS BECOME THE COMPANION OF THE ELDERLY IN THE BLACK COMMUNITY

The Sacramento Observer

EDITORIALS

Madison Ave. Inflation Approach

by AUGUSTUS F. HAWKINS
California's First Black Congressman

The President has decided he can bolster his failing WIN (Whip Inflation Now) campaign by engaging Madison Avenue sharpsters to sell Americans his highly controversial, partisan anti-inflation package. If my memory serves me correctly, these are the same sharpsters that slickly produced and grogrammed Mr. Nixon for his 1968 and 1972 campaigns, and resulted in giving the country the most damaged goods, wrapped in presidential garb, that the Nation had ever experienced.

HAWKINS.

Now we are about to be hit again by the media boys, through the auspices of the tax-exempt, non - partisan National Advertising Council; the Council, which is supposed to "remain non-partisan and non-political" (according to its own bylaws) will have as its prime objective, the selling of the President's WIN scheme. (In this case, through the use of Public Service Advertising, as the gimmick!)

The President's so-called anti - inflation program, is still a no-WIN idea in my mind, because of its heavy emphasis on raising the taxes of the average person - either directly in the form of payroll deductions, or indirectly by increased taxes on consumer items (ten to twenty cents on gasoline for example) its incessant emphasis on sacrifice by consumers only to the exclusion of big business; its repeated denials that 5,000,000 unemployed people is not a sign of a recression; its attempts to give big business innumerable tax breaks and tax benefits; its deafening silence on corporate excess profits, corporate price-fixing, corporate runaway price increases and corporate insensitivity to the country's impending economic disaster.

I don't need Madison Avenue advertising to tell me that I'm not hurting, when I know I am.

Aside from the fact that I'd rather take my advertising, with a bag of popcorn in my hand, as I sleepily watch an inordinate number of T.V. re-runs, I am amaze that the National Advertising Council is now willing to sully its good reputation. Its involvement as a major propaganda organ for the Adminis-

(Continued on page B-4)

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TO BE EQUAL

Orchestrated Discrimination

By VERNON JORDAN
The National Urban League

Perhaps the most insistent of all the demands for government subsidies comes from the art community. From theatre groups to symphony orchestra, the well-documented financial pinch causes performances and administrators to look for outsides funds to keep culture alive.

Few people would argue against more public support fur cultural institutions, but many would suggest that such institutions, devote as they are to humane instincts, have a special responsibility to overcome racial discrimination in their ranks.

JORDAN

Among the most blatant offenders in this area are America's symphony orchestra. A recent study by the National Urban League and the Symphony of the New World, an integrated orchestra, reveals a pattern off presistent exclusion of Black musicians.

The poll of 54 orchestras, including all of the major only, revealed only by 67 minority musicians out of a total of almost 4,700. Nationwide, minority probably account for less than one-half of one percent of all musicians employed by country's 110 major and Metropolitan orchestras.

This is a disgraceful record, especially when one considers that many of these minority performers were hired relatively recently.

And the question of minority hiring also goes beyond matters of equity -- it is an economic issue as well.

The top 28 major symphony orchestras spend over $75 million each year, much of it for salaries. If only ten percent of orchestral salaries went to minorities - a smaller proportion of Blacks in the populations of the cities served by those orchestras -- it would mean almost $5 million dollars in salaries to the minority community.

These major orchestras totalled about $8 million in government support and played before nearly 11 million people. Clearly they qualify as public institutions that ought to be serving all of the people, not the majority community.

Discriminatory patterns in this field have been under attack for years, but change has been slow or non-existent. One major orchestra that faced anti-discrimination suits a few years ago still has only one Black member.

The recent rise to prominence of a number of fine Black conductors helps illustrate how, even in the face of rigid discrimination, Black musicians prepared themselves for the most difficult and demanding of positions. There are Black associate conductors of some major orcestras and Henry Lewis is music director of the New Jersey Symphony and a star at the Metropolitan Opera.

Blacks are not newcomers to the classical music scene. In the mid-Ninteenth Century Blacks were regularly seen as performers and as soloists, and after Jim Crow took over, Blacks were often prominent in European musical circles.

The Symphony of the New World is an example of an integrated symphony orchestra, with almost half of its members drawn from minorities and performing under the leadership of a talented Black conductor, Everett Lee. Incidentally, Lee, like some other Black conductor, has led concerts in Russia, while American orchestras were importing Europeans to conduct them.

Discrimination in the concert hall is not longer conscious. Most orchestra managers sincerly belive they are "color blind," but they have yet to understand the importance of overcoming the effects of the blatant discrimination of the past.

Orcehstras, no less than steel companies and banks, have to inaugurate affirmative action programs that will make their organizations more representative of the communities they serve.

They can be helped by concert goers writing to ask why the stage was without Blacks, by administrators making fair hiring standards a consideration for government support, and by Black and white musicians protesting the segregated concert hall.

Black Unemployment Higher Than Reported

By Assemblyman LEON RALPH

The jobless rate among Black workers officially has seared nearly 11 per cent.

Unofficially, a new study from Chicago products additional evidence to support repeated claims of Black leaders that the true unemployment rate is even higher than that.

Government figures released last week put the unemployment rate for Black at 10.9 percent for October.

Across the country the unemployment rate moved up to 6 percent, leaving 5.5 million out of work.

This was reported the highest level of unemployment we have experienced since November 1954.

Compounding the problem is that the situation exists at a time when the cost of living also has been steadily increasing.

The most recent report claiming government figures fail to give a full accounting of Black joblessness came in the "Race Relation Reporter."

It was reported in a recent issue of the magazine that grassroots set of figures compiled in Chicago "show considerable more non - whites are our of work that official government figures indicate."

LEON RALPH

There are a number of reports that indicates thousands of people due to countless attempts to secure employment and having failed are simply no longer actively seeking jobs.

It was also noted that on political ramification of the statistics was the first Black economic summit in late September during which Black leaders called on the government to provide one million jobs and an immediate step to east the burden of non-white unemployment in these inflationary times.

Last month, following up on an earlier meeting, the Congressional Black Caucus took this demand to President Ford, who in turn proposed a public employment program calling for the creation of up to 374,000 state and other government jobs.

A Labor Department Statistical Breakdown for October shoes 9.7 per cent unemployed Black adult females age 20 and over 7.4 per cent unemployed Black males and 34.5 per cent unemployed Black teenagers, age 16 to 19.

Two of the hardest hit industries in the slumping economy have been housing and automobiles. The contract construction job count was down 30,000 in October and brought the industry's job lesses to 250,000 since a peak in February.

What we have known for quite awhile, has been efficially admitted from the Ford administration, that we are in the midst of a recession.

Many economists believe the jobless rate will rise to 7 per cent throughout the nation by next year as the recession lengthens and deepens.

By that time unemployment among Blacks would stand at 14 per cent, a devastating level of joblessness for the nation's poorest major minority group.

In this crisis as we have had to do many times in the past, we must keep the faith, help our Brothers and Sisters, and emerge stronger in our continued fight for equal opportunities.

The Sacramento Observer

FORUM

NOV. 28 - DEC. 4, 1974

LETTER TO THE EDITOR

Help To Big Brothers

Dear Editor:

I would like to take this opportunity on behalf of the Board of Directors of Big Brothers of Sacramento to thank you for your help in recruiting Big Brothers.

Recent publicity in The Sacramento Observer was instrumental in encouraging 69 men from the community to request additional information regarding our volunteer program - 40 submitted applications.

Based on these figures and the fact that on an average 15 new applications are sumbitted monthly, we feel your assistance in recruiting has been an outstanding success.

Many thanks again.

Very truly yours,

Murray M. Smith, Jr., Big Brother Recruitment Chairman.

Education For What?

by Vincent Harding

EDITOR'S NOTE: The following is an edited extract from a paper delivered by the Institute of the Black World director, Vincent Harding, to a conference of Black public school administrators and superintendents. These Black educators, from all over the country, met in Atlanta to discuss the topic 'Current Issues in Public School Finance." In addressing the group on the question, "Financing for What?" Harding raised the more pressing question, "Education for What?" With all of the ambivalences of a new school year just behind us, the Institute thought it a good time to reflect on this question.

The traditional purpose of education has been to maintain and justify the existing social order. In many historical settings, the educational system has been created and supported to develop the leaders who would essentially preserve the values and arrangements of the system through their leadership and direct initiative.

In our own increasingly mass-oriented, consumption-defined society, education is geared instead to the creation of a receptive audience, a ready market, an unquestioning following -- a body of women and men who are ready to accept what is given, sold or told to them. In a society with the facades of democracy, the purpose of education is to establish psychological, political and economic bulwarks against the pos-

(Continued on Page B-4)

Jordan Calls For Racial Reconciliation

In a major address last week, National Urban League executive director Vernon E. Jordan, Jr. called on President Ford "to start a national movement of racial reconciliation, to start talking sense to the American people, to start telling them the truth about the need for change and the need for greater strides toward racial equality."

Jordan spoke at the NUL's annual Equal Opportunity Day Dinner at the New York Hilton Hotel.

The League's Equal Opportunity Awards, given to two individuals -- one black and one white -- were presented to Andrew F. Brimmer, former Governor of the Federal Reserve Board and currently Professor at Harvard University's Graduate School of Business Administration, and William M. Batten, recently retired chief executive of the J.C. Penney Company. Both were honored for their contribution to the cause of equal opportunity.

In his address, Jordan said the nation is in a "crisis of legitimacy in which the private and public institutional life of the nation has been called into doubt."

He stated that the problem is one of leadership, and suggested that bold action was necessary to reassert progressive policies and moral values. This was, he said, the meaning of the recent election results.

"I believe this month's election results reflect the desire for such leadership," Jordan stated.

'The electorate sent its leaders a message, a message that says: stop inflation, create jobs, end the recession. It was a message that united blakcs and whites, if only in the privacy of the polling booths, in support for liberal candidates and a rejection of conservative ones. It was a message that says political leadership should stop its manipulation of socially explosive issues and provide the economic stability and prosperity that can heal the fissures in our society."

He said Democrats, who asked for a "veto-proof" Congress and Republicans, whose conservative wing lost heavily in the election, had a responsibility to make Congressional action "responsible and forward-looking."

But it is up to the President, he said, to provide national leadership. Condemning Mr. Ford's actions in the Boston busing confrontation, the civil rights leader said: "Throwing rocks at school buses won't solve the problems of poor whites, and it is up to Presidential leadership to make them understand that."

Jordan pointed to the basic identity of interest among whites and blacks and said both need jobs, an end to inflation and "policies that recover human dignity and confidence in leadership."

Jordan said, "A leadership trapped in expediency and a nation trapped in anti-social privatism need to recapture the moral fervor and spiritual nobility of a cause that transcends political gain or selfish interests.

"That cause, I submit, is the cause of greater equality for America's neglected minorities.

"We believe that the crisis of legitimacy that infects our national life can only be resolved by a national effort directed at creating a more open, more equal society.

"We believe that the failures of policies devoted to piecemeal attacks on specific problems is rooted in the lack of an idealistic, overriding framework into which policies can be integrated."

Assessment Of The Reagan Years...

(Continued from Page B-1)

What happens if a supervisor fails to go along with the program?

Bradley : When policy is made and the word is passed on -- a supervisor or anyone else has no choice but to perform in accordance with that policy.

What if he just refuses ?

BRADLEY: Well, I've never known anything like that to happen. But, of course, the ultimate remedy for anyone who refuses to conform to Administration policy in this regard is to sever his relationship with the State. I don't expect this to ever happen, but that's the ultimate solution.

How do you handle the charge that the governor is racist?

Bradley ; I usually start by simply saying it's not true. But people aren't really saying that any more. Today we're much more sophisticated politically than we were eight years ago. Of course many people continue to adamantly oppose the Governor.

But in the finally analysis, those who know what's going on in this State respect Ronald Reagan. Governor Reagan is a decent human being, an honest and fair man. Every person I've met, minority or otherwise, who has talked to the Governor has always been very favorable impressed with him. You know, we're sort of getting away from this now, but for too long we've had certain politicians coming into our neighborhoods takinf off their coats, kissing babies, and saying "we shall overcome," and al of that. But in terms of solving the problems we face -- that will get you nothing. Governor Reagan is not going to do that. But I'll but the Governor's record up against anybody's.

I believe one will find the answer to that question when you compare the "deeds" of Governor Reagan with the "rhetroic"-of others.

Madison Ave. WIN Campaign...

(Continued from Page B-2)

tration, on an issue that is volatile because of its controversy - will in the long run immerse the Council in very damaging, muddy waters.

The issue of the Council propagandizing for the Administration is also one of ethnics; the question of whether or not a tax exempt organization can legitimately and legally enter into partisan politics, and only present one side, is an essentially pertient question.

An additional concern is whether such advertising is really "free". In reality the American taxpayer is going to foot the bill on this one; all of the costs of this one-sided Presidential campaign are going to be passed on to the consuming American public. Somebody is going to be billed by the National Advertising Council; and since the Council is composed of big business, big media, and big advertising agencies, guess who these free enterprisers are going to give the check to.

The danger inherent is a tax-exempt institution, like the Council, becoming engaged in a controversal issue that is of National concern, is the fact that through clever, slick, advertising the Council may becloud the real issues. The real issues in this inflationary struggle are that all citizens of this Nation need to determined how best to resolve inflation and recession; that big business must make realistic sacrifices which will cause employment to rise, prices to decrease, production to increase; that all segments of the society must have equal access to the public media when controversial subjects are of local or national interest; that the public media must remain free so that all sides of important public issues are fairly and fully presented.

If Win has the slightest chance of winning - and I only wish it were the answer - all of the burning issues surrounding it, must be openly explored and resolved. The National Advertising Council's intrustion into this highly loaded issue - is a no-win for everyone!

My main agenda is this matter is to alert the American people to the insidious possibility of the National Advertising Council using public service advertising as a propagandistic guise to sell the President's WIN Program.

In a recent legal case involving the Columbia Broadcasting System and the Federal Communications Commission, the United States Court of Appeals said:

"If the words and views of the President become a monolithic force, if they constitute not just the most powerful voice in the land but the only voice, then the delicate mechanism through which an enlightened public opinion is distilled, far from being strengthened, is thrown dangerously off balance. Public opinion becomes not informed and enlightened, but instructed and dominated."

Education For What?...

(CONTINUED FROM PAGE B- 3

sibility that any significant portion of the people would raise and consistently pursue hard, critical questions about the very nature of the democracy itself.

Against such pressures, which are deep within the mainstream of American education, I would propose this way to answer the question: education for what? In the light of our potential ties to the oppressed and exploited people in the non-white world, I say that the education we support must be for other purposes. Recognizing the danger involved, I say that the education we support should be education for creative dissent, for disciplined disruption and transformation of America as we know it.

Let me quickly say that I am not talking about "doing-your-own-thingism," nor about romantic terrorism, or a revoluntionary rhetoric which has no disciplined, historically based substance. I am certainly not speaking about a gold which is to be quickly or painlessly realized.

Rather, I am focussing on a process. I believe we must be committed to an education which will create in our children, our young people and our adults a commitment to the process of beginning to ask new, creative, disciplined and difficult questions about themselves, their schools, their nation and their world. In a society which seeks to gloss over and deny all fundamental differences and to ignore its major inequities, it is obvious that the very insistence on raising the pursuing such questions would be necessarily disruptive -- in the best and most desriable sense of that word.

Education for what?

I say education which will release and encourage ferment, which will engender dissatisfaction with what is and develop painfully honed visions of the possibilities which humans may yet create for the good of their society.

Education for transformation; that is what I think our kind of education ought to be about. Nor do I use that would lightly or loosely. I speak of an education which will help our children to see America as it is, an education which will not hide harsh truths from them (realities they already see more clearly than we do); but which will help them to understand why such things exist rather thay justifying then, censoring them out, or cynically accepting social evil and exploitation as if there were no other alternatives for humankind.

It is an education which will prepare them not "to make it" or "give over" in an unjust society, not mindlessly to obtain "skills" without values, thereby becoming marketable commodities or well-armed mercenaries. Rather, I speak of an education which will urge them to rethink themselves and everything else around them, an education which will allow them no false peace, which will demand that they make real, hard decisions about their lives and their commitments.

An education which ultimately will press them to help create the next stages of the struggle for a more humane, more just more truly democratic society.

LUNCH FOR CONFERENCE STUDENTS

Approximately 30 young people from throughout Northern California who attended the Junior State fall conference were treated to lunch by Standard Oil of California's Western Operations office. The informal luncheon was held at Ellis Restaurant across from the State Capitol. Many of the students represented predominately urban areas. About half the students who attended the luncheon were Black. Following the luncheon the students took a tour of the capitol building and grounds.

New Interest For Cal-Vet Loans

"The interest rate for new Cal-Vet loans is 6-1/4%," Frank D. Nicol, Director, State Department of Veterans Affairs, announced this week.

"This interest rate was approved by the Veterans Finance Committee upon recommendation of the California Veterans Board," Nicol said. "The new rate is applicable to all loans made under the Farm and Home Purchase Act of 1974, which became effective September 26, 1974.

The Director also stated that "all Cal-Vet loans granted or approved prior to September 26, 1974, remain under the Farm and Home Purchase Act of 1943 at the interest rate of 4-3/4%."

The State statutes require an annual determination of interest rate by the Veterans Board and further specify that it be based upon the actual cost of veterans bond sales, plus administrative costs and taking into consideration the current value of money and the solvency of the Building Fund. The last two sales of veterans bonds in August and November 1974, were at 5.94% and 5.52% respectively.

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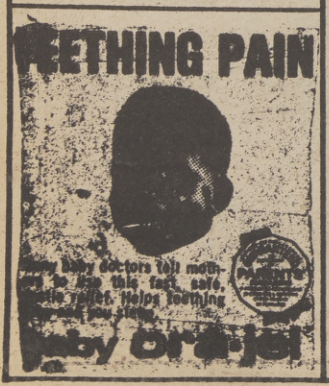

Help Wanted 210

Contractor

Minority Sub Contractors, Sub-Bids are requested on CAL 518 Elder Housing Project in Del Paso Heights. Bids should be submitted no later than 2 p.m., December 3, 1974. Responding Minority Sub Contractors must be able to bond their work. Submit bids to: Harbison, Mehony, Higgins, Inc. 8589 Thys Court, Sacramento, Ca. 95828. Phone: 383-4825.

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McClatchy Newspapers has an immediate opening for a legal secretary. Top skills, previous experience required; one year corporate preferred. Salary commensurate with experience, excellent employee benefits. Apply in person or send resume to Personnel Department, McClatchy Newspapers, 21st & Q Sts., Sacramento, Ca., 95816. AN EQUAL OPPORTUNITY EMPLOYER

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Help Wanted 210

FINDER 1 - 452-4781 ads

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Mechanical or Electrical Engineer: Will provide engineering support for Physical Plant Department for maintenance and alteration of utility distribution systems, central steam and chilled water plants, sewage treatment plant, and building utilities for a 4,000 acre University campus. Salary range: $1,349-$1,641.

Graduation from college with major work in electrical or mechanical engineering and three years of engineering experience, including one year of design drafting; or an equivalent combination of education and experience. Professional engineering license preferred. Final filing date: December 30, 1974.

Apply M-W-F to Esther Anaya, Staff Personnel Office, 312 Mrak Hall, U.C. Davis, California 95616.

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Help Wanted 210

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Sierra Conservation Center., P.O. Box 497 Jamestown, Ca. 95327, (209) 984-5291; Ext. 8 or 12.

Employment for Summer 1975

The Western Region Office of the National Park Service is now accepting applications for seasonal employment for Summer of 1975.

Interested persons are urged to complete the standard Federal Government application form [S.F. - 171] which may be obtained at any U.S. Post Office or State Employment Office and return it by December 15, 1974, to:

Equal Employment Opportunity Office
Western Region
National Park Service

450 Golden Gate Ave.
P.O. Box 36063
San Francisco, Calif. 94102

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1973 Chevrolet, Monte Carlo (S) -- Doctor's wifes car. Low mileage, original owner, loaded. $4,219,000. Phone 448-7593.

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Three & four bedroom homes, most with two baths, all appliances, fully carpeted and draped, fenced yard, two car garages, newly painted, central air & heat, children and pets okay. Rental rates from $195 to $225 per month. PHOENIX PROPERTIES Call 452-3816, daily 9 thry 6, Saturday and Sunday, 10 thru 4

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Discontinued styles of long gowns, shifts gowns, long and short coats, craftans, pajamas. Assorted colors of Antron R III nylon tricot. P-S-M-L. REG. $9.00-$16.00

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Textured polyester Polycrepe, machine-washable. Flare leg style. Rust, teal, wine, Hunter green, flag blue. 10-20.

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MEN'S FAMOUS MAKER FASHION TIES

The style and good looks he'll need to co-ordinate his dress-up looks. Fine assortment from which to choose his gifts. Save!

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38.00

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COUNTRY CLUB PLAZA, FLORIN CENTER
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The Sacramento Observer

PAGE C-1

NOV. 28 - DEC. 4, 1974

SOCIAL WHIRL

SECTION C

THE HAPPY STEWARTS

The Stewarts' are bursting with pride. Why? Because seven-month-old adopted Michael Dion has join their family earlier this month. Shown are Alexander Stewart, wife Johnnye Mae, Michael, Angel Alexander, Jr., and their niece Lori Curry.

The Stewarts Know The Joy Of Adoption

About a year-and-a-half ago a teenage couple, probably unaware of birth control and equally unprepared for parenthood, created life. The result of that union was an "unwanted child."

Sometime before the birth of the child an adoption worker from the Sacramento County Department of Social Welfare contacted the couple to discuss the orderly transtion for adoption.

Now, seven-month after his arrival, a brown-eyed baby, named Michael, has a home, love and new parents.

For Mr. & Mrs. Alexander Stewart, the adoptive parents, the wait for Michael lasted four years. The wait ended earlier this month when a case worker assigned to them Michael phoned that an infant boy, Michael, was available for adoption.

The Stewarts are the natural parents of two other children and have a niece living with them.

The Stewarts decided upon adoption in 1970 after losing two children at child birth. "We lost two boys, so they told us it would be mentally and physically too hard to have more natural children. So, we gave up trying," said Mrs. Stewart.

Young Michael is a bubbling seven-month-old who has not had any problems adjusting to life with his adoptive family. His bright brown eyes sparkle at the sound of his mothers voice and he is very active pulling himself

(Continued on Page C-6)

Fashion Fair Comes To City

The 17th annual EBONY Fashion Fair will appear in Sacramento at Hiram Johnson High School auditorium on Sunday, Dec. 15, 1974. This famed traveling fashion show is produced by EBONY magazine in Chicago and is sponsored here by the Delta Sigma Theta sorority. The show here will benefit the sorority's scholarship fund.

The array of spectacular garments were personally selected by Mrs. Eunice W. Johnson, producer and director of the show, during her visits to the fashion centers of the - Rome, Naples, Paris and London, as well as New York. Chicago and Los Angeles. The theme of this year's show is "THE BIG WHIRL OF FASHION."

Some of the famous designers whose garments will be featured in the show are Balestra, St. Laurent, Ungaro, Guy Laroche, Cardin, Dior. Mrs. Johnson has also selected outstanding creations from Black designers Jon Weston, Stephen Burrows and Rufus Barkley.

The traveling show consists of some 200 fashions complete with accessories, 10 female models, 2 male models, a commentator, music director, stage and business managers and wardrobe staff. The show is appearing in 80 cities coast to coast and is the only traveling production of its kind.

Tickets may be purchased from members of the sorority.

ORIENTAL MOOD AT FASHION FAIR

Alpha Founder Dies In Washington

Dr. Henry A. Callis, last remaining founder of Alpha Phi Alphi Fraternity died recently at Freedman Hospital in Washing, D.C.

The 87-year-old physician was of the six founders of Alpha Phi Alpha Fraternity in 1906. This fraternity is the oldest and largest Black college fraternity in America.

The private funeral services will be held in Washington but separate memorial services were also scheduled by the Fraternity.

INSIDE THE WHIRL

Extras

Some 'Fashionable Facts' about those important finishing touches...C-2

Toys & Dolls

Lou Smith has turned a dream into reality with Shindana Toys...C-3

Girl Scouts

The Girl Scouts held a Grand Ceremony last Saturday at Tierra Del Oro...C-4, C-5

Fashionable facts

by Jenée Huitt
OBSERVER FASHION EDITOR

The Finishing Touches

Accessories provide the fashion extras to change the look of your favorite outfit to fit the occasion, day or night. Bright, pale, romantic, whatever...accessories gives you the chance to tailor the costume to the moment.

FOR NIGHT

A very feminine scarf of sheerest black silk chiffon, edged in lace...beautiful pearls, in good in-between length. For a big gala, the accent evening bag, a brilliant fuchsia pink with a sporting clip of rhinestones... for pure vamp, a long black satin glove.

With beautiful evening othes wear diamonds, a girls best friend in a new narrow belt and a big ring. To complete any evening wardrobe select pretty sexy evening sandals in silver kid.

ACCESSORIES FOR DAY

A new shorter length of necklack, polished stones in earthy browns...butter earring. You'll need boots this year, for capes and coats, wear the wedge-heel in soft brown or black leather.

A great accessory look - two mufflers (scarfs) worn together.

Versatile two-tone leather satched in go-with-anything rust and black combination. The envelope bag in the hottiest accessories of the year.

Sling-back opentoe shoes combine rust suede and patent nice effect. Classic pump in soft leather and suede is very popular.

The newest way to look this fall - a big-brimmed Garbo hat over a muffler wrapped tight around your head...a long, long muffler around your shoulders.

Imagination is the way to make your wardrobe distinctively and individually yours. Start with a color scheme you like - usually two colors, work best - and stick to it!

Next week will feature "clothes for the working girl."

Mailing Tips For The Holidays

The Department of Consumers Affairs reminds consumers that the Postal Service has many suggestions for mailing holiday packages to out-of-town relatives and friends:

- Watch the calendar--to assure delivery by Christmas, mail packages by December 10 and letters by December 15 (for Alaska and Hawaii the deadlines are November 30 for packages and December 15 for letters).
- Remember that parcel post packages must not weight more than 40 pounds or measure over 84 inches in combined length and depth. Maximum weight for first class mail is 70 pounds with a maximum size of 100 inches combined length and depth.
- Place clear plastic tape over the address to prevent smudging.
- Include an extra address label inside the package in case the outside label is marred or destroyed.
- Label packages to take advantage of special low rates for books, records, catalogs, materials for the blind, and international mailing. Ask a postal clerk about air parcel post and express mail--they cost more but are faster.
- Include ZIP code in address.

For a free copy of the Postal Services's booklet, "How to Pack and Wrap Parcels for Mailing", send your request to Consumer Product Information, Pueblo,

Bank Distributes Xmas Money

Crocker Bank has distributed more than $1.5 million to its 1974 Christman Club accounts in the greater Sacramento area.

The bank reported that this represents a slight increase over last year's total. Crocker also said that there were more accounts this year with 7,585 compared to last year's 7,473. The checks for 1974 averaged $206.

Crocker banks also reported that it distributed more than $18.7 million to its Christmas Club accounts throughout the entire state. This amount represented 78,421 accounts.

Crocker Bank is the nation's twelfth largest bank and ranks fourth in California with assets in excess of $9 billion. Crocker has 360 offices serving 196 California communities, three overseas branches and seven international representative offices.

JCPenney
The Christmas Place

20% off all handbags $8 and up.

Sale 7.20
Reg. $9. The designer's look; polyurethane handbags with lots of compartments. In brown, medium brown, black, tan, navy or white.

Sale 7.20
Reg. $9. The basic classic in easy-care expanded vinyl and great fashion colors.

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Mon. thru Fri. 9:30 to 9 p.m.
Saturday 9:30 to 6 p.m.
Sunday 12 to 5 p.m.

WOODLAND
Mon. thru Sat. 9:30 to 9 p.m.
Sunday 12 to 5 p.m.

DOWNTOWN
Mon. thru Sat. 10 a.m., to 9 p.m.
Sunday 11 to 5 p.m.

Shindana Toys- A Dream Becomes Reality

Shindana Toys has come a long way since it was founded in the ashes of the Los Angeles Watts Riots of 1968.

"We've turned a dream into reality," says President Lou Smith. "We're providing jobs with pride in the Black ghetto and we're helping our people -- and all people -- to learn to love those who are different from themselves."

Shindana is also selling toys. A division of Operation Bootstrap, a self-help business organization whose goals are to establish businesses in the ghetto whose profits serve the community, Shindana began with one truly ethnic doll and now has 17 dolls in its line.

In late 1973, the Los Angeles-based company acquired the Learning Tree and American Playmaker line of games and puzzles from Soular Systems.

This last year saw the opening of the Honeycomb Child Care Center -- supported by Shindana profits.

The company was founded without government subsidy. Initial capital and technical advice were provided by Mattel, Inc., with no strings attached. Two Black men from the community, Lou Smith, and Robert Hall, founded Shindana.

The company's first product was Baby Nancy, a doll with the facial features of a Black baby -- not a white doll with Caucasian features painted a chocolate color.

According to Herman Thompson, director of sales and marketing for Shindana, the reason for truly Black dolls came from the findings of a Black psychiatrist who found that Black children, given a choice, usually chose white dolls over Black. This was seen as an expression of a lack of love and understanding these children had for themselves. "Shindana has tackled one end of this problem by producing and marketing Black dolls that both Black and white children can learn to relate to at a very early age," says Thompson.

Shindana -- living up to its name (Shindana means 'competitor' in Swahili) -- will introduce eight new dolls at the 1974 American Toy Fair in New York. The list of introcutions is topped by a talking doll who looks and sounds like Rodney Allen Rippy, the young Black television star. Other dolls drink and wet, have soft baby-like skin and real rooted natural hair.

The dream is coming true and Shindana and Operation Bootstrap have successfully paraphrased that self-defeating cry "Burn, Baby, Burn," to "Learn, Baby, Learn."

Dolls are a part of any child's dreams, but in the case of Shindana Toys, they are part of a bigger dream -- that a company owned and operated by Blacks can make it in a white man's world.

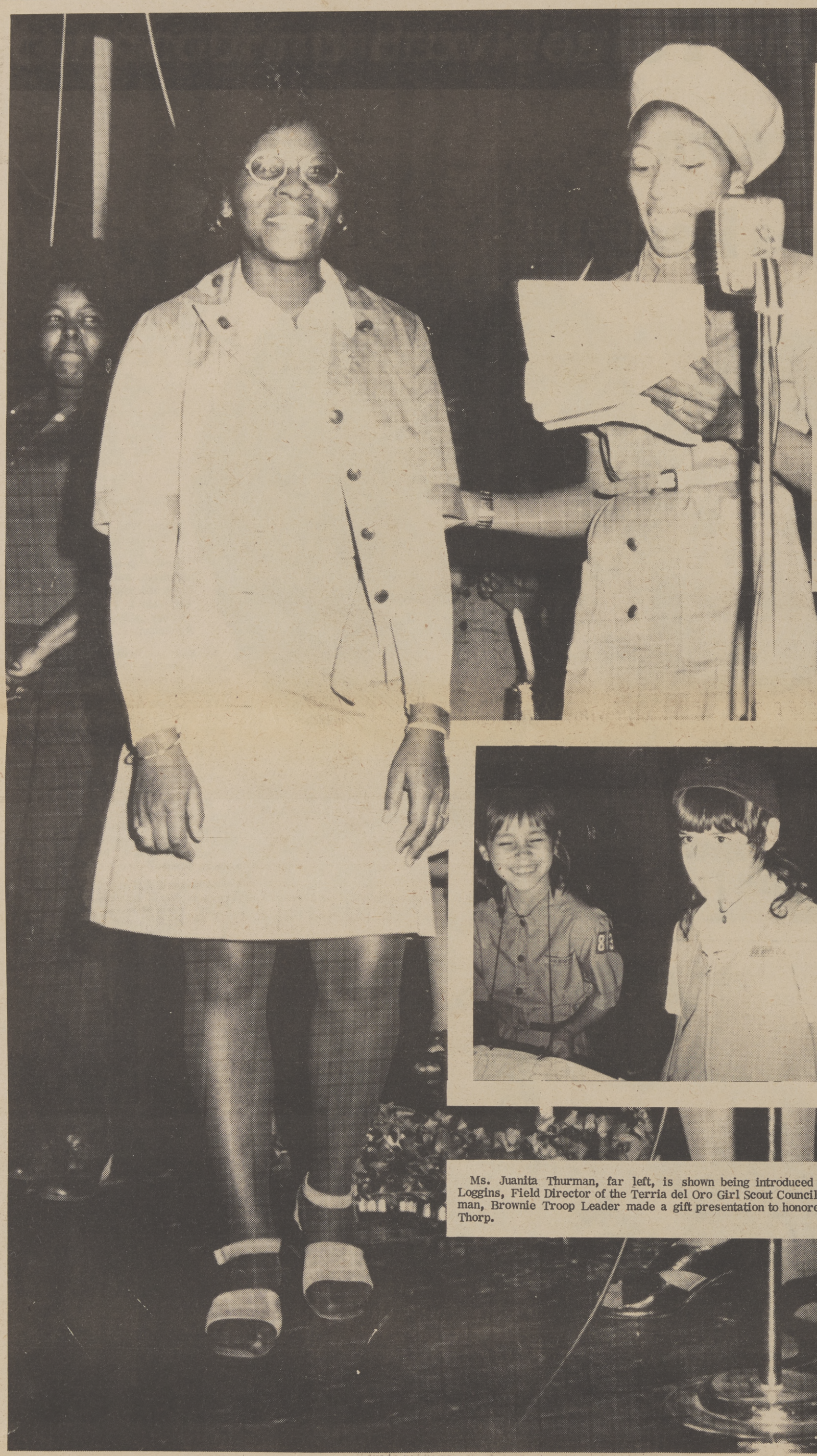
Eight new dolls are part of that dream this year. Shindana has lived up to its name -- Shindana means 'competitor' in Swahili and has become an important part of the toy industry. The company has also achieved a dual purpose with its dolls. They have produced ethnically correct Black dolls that are not just sold to Blacks, and they have built a successful business for and by Blacks.

This year's dolls provide imagination, play value and exhibit that indeed, Black is beautiful.

The talking Rodney Allen Rippy doll is the namesake of television's newest star, who has giggled his way into the hearts of many commercial watchers by advising them to "take life a little easier." The Rodney doll says any of ten different phrases at random when kids pull his talking ring. Among them are the real Rodney's now-famous line and his unforgettable laugh, plus eight other sayings -- in his own voice. The soft-body, huggable doll measures 15-1/2 inches.

New Li'l Souls "Wilkie" and "Sis" join the Shindana family as the smallest -- but two of the most loveable -- rag doll companions for both boys and girls. Both measure just 10 inches high and make fun-filled pals to hug and to hold. Wilky is dressed in acrylic bellbottoms, a silver buckled green belt and a long sleeved shirt with matching hat. Sis wears smart cotton hiphuggers and a red gingham blouse and her Black yarn hairdo has two beribboned, fluffy pom-poms.

S



Ms. Juanita Thurman, far left, is shown being introduced by Ms. Mary Loggins, Field Director of the Terria del Oro Girl Scout Council. Ms. Thurman, Brownie Troop Leader made a gift presentation to honored guest May Thorp.

Scouting Provides Training For Girls

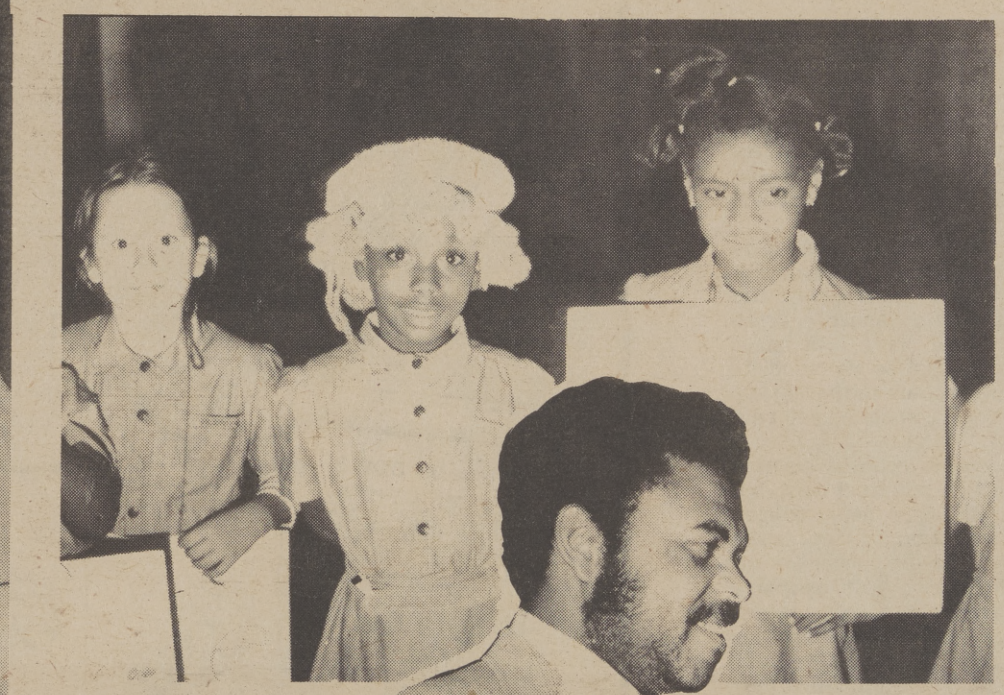
Tierra del Oro
Girl Scout Council
PARTNERS WITH THE UNITED WAY

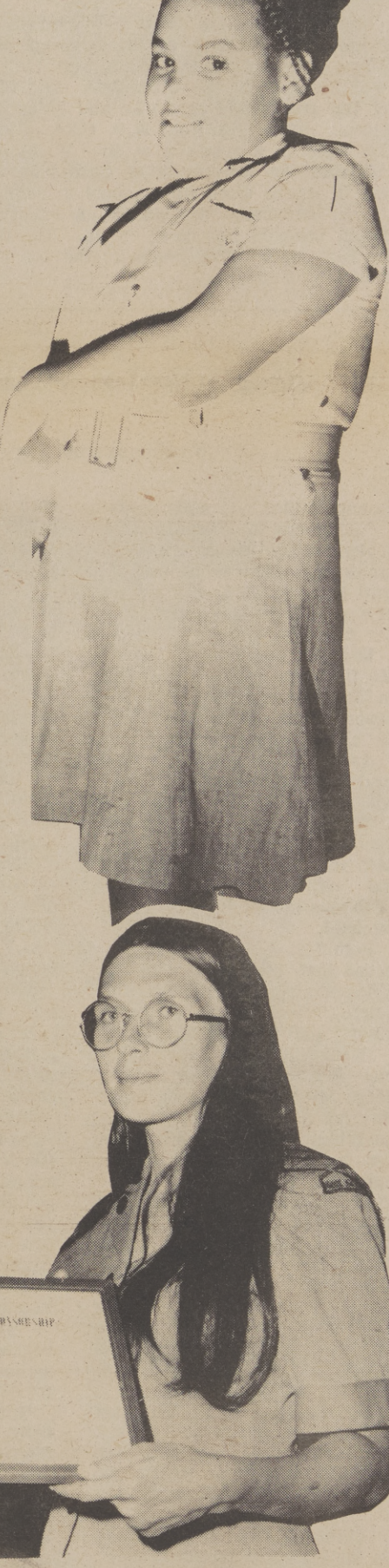
Local Council's 'Investiture Ceremonies'

Top center, Ms. Glen Thorp is shown receiving a gift given her for outstanding scouting leadership.

The occasion was the Tierra del Oro Girl Scout Council's investiture ceremonies.

Bottom right, shows Rexine Fairman, leader of Troop #349 presenting appreciation plaque to Rev. Vincent Thompson of the Sacramento Observer. The Observer sponsors troop 349.
The Tierra del Oro Girl Scouts was a participant in the annual Thanksgiving Day Parade last Saturday.





NEWLYWEDS

Cynthia Rochelle West and Phillip Cole were united in marriage last weekend at the home of the bride's parents Mr. and Mrs. Clifton West of 7350 South Land Park Drive. Ms. Sherily West, sister of the bride was maid of honor, Henry Cole, cousin of the groom was best man and Erika West, niece of the bride was flower girl. The Rev. W.P. Cook officiated. The new Mrs. Phillip Cole is a graduate of John F. Kennedy Senior High School and attended the University of California at Davis. Cole is a graduate of Raven Wood High School in Palo Alto, and attends California State University San Jose. A reception held at the Holiday Inn South honored the newly weds. The couple will make their home in San Jose. The groom is the son of Mr. and Mrs. William Tatum of Sacramento.

Stewart's Adoption...

(Continued from Page C-1)

up onto tables and stair steps.

"He seems to be advanced for seven months. He can crawl and climb steps whenever he wants," said Mrs. Stewart, with a glint of motherly pride beaming from her equally brown eyes.

Michael Dion Stewart spent his first few months of his life in foster care. The country has several homes avilable for care to children waiting adoption.

Angel, 9, Alexander, Jr., 10, have taken to their new brother with zeal.

"They love him, and they are spoiling him to death already," said Mrs. Stewart indicating that the children have had no problems identifying with young Michael.

Both Mr. & Mrs. Stewart agreed that the county adoption office was very considerate and helpful throughout "home study" and "placement."

"I think they were very helpful. We waited a long time to adopt Michael. However, there was not a lot of red tape or anything," said Mrs. Stewart as her husband nodded his head in approval.

Mrs. Stewart said that a lot more Black people would probably be interested in adoption if they knew more about the details than the fallacies.

"Some people are under the impression that you have to have a lot of money before you can adopt. It is not true," said Mrs. Stewart with vigor.

Her husband is an Assistant Manager of Operation for a large California bank, and they own a confortable home west of the California State University Sacramento campus.

Prior to devoting herself to the full-time care of Michael, Mrs. Stewart attended Sacramento City College and was thinking about enrolling at CSUS shortly before the case worker called about Michael.

"We didn't even asked to see him. We just wanted another baby," said Mrs. Stewart as she cuddled Michael gently in her arms.

There was a time when adoptive parents took children home directly from the hospital. The procedure is no longer carried on the same way. An infant child must first be given a medical clearance and the necessary paper work completed before a "release" is granted.

"We wish we could have gotten him when he was first born, but we're still very happy to have him," said Mrs. Stewart, as she handed Michael a rubber bannana which he quickly put to use playfully banging on a coffee table.

Mrs. Stewart says that its probably hard for a lot of people to get past the notion that they can't love a child that is not theirs naturally.

The Stewarts agreed that more Black families able and desiring adoption should look into the possibility. Many Black children are now being placed with non-Black parents. Mainly because there are not enough Blacks who have shown a desire to adopt.

"That's one thing I really feel bad about," said Mrs. Stewart, as her husband registered an expression of approval.

"I hope after people see this baby, they will want to adopt. Michael loves to be loved," said Mrs. Stewart as she exchanged smiles with a laughing Michael.

"We are very happy with our new son," said Mr. Stewart placing a loving arm around wife and son.

Woolworth

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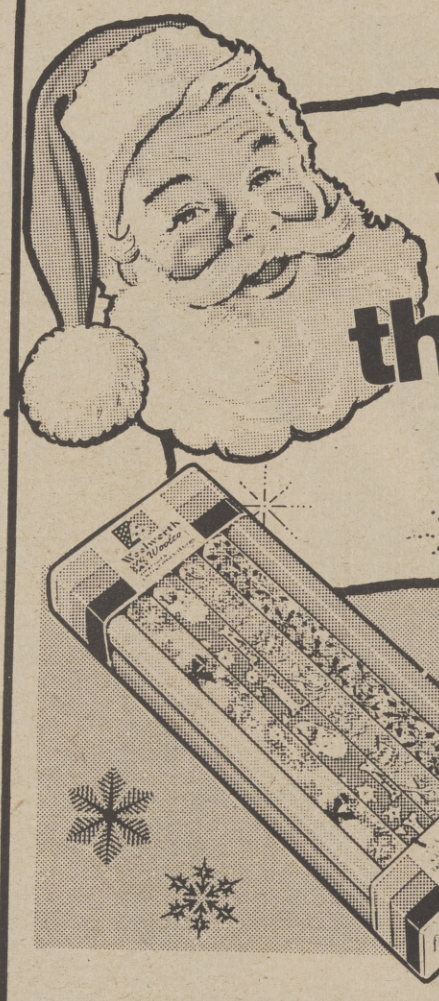

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12 rolls foil and paper gift wrap

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4 rolls foil (each roll is 2.5 ft. X 2 ft. 2 in.); 8 rolls paper (1.52 yds. X 2 ft. 2 in.). Total 120 Sq. Feet.

5 rolls colorful paper gift wrap

89¢

Seasonal designs in each pack, 50 sq. ft. total; each roll is 2 yds. long X 20 in. wide.

8 rolls coated paper gift wrap

$1.79

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36 stick-on gift bows

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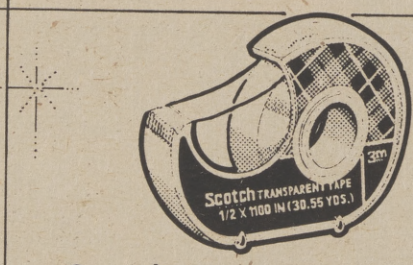

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RSVP

Retired Senior Volunteer Program
5249 Hemlock Street, Sacramento, CA 95841

Requests For Seniors

Each week requests for senior volunteers (60 and over) will appear in this column. Other assignments beside there most needed ones are also available. If you are interested in volunteering, call the Retired Senior Volunteer Program (RSVP) at 334-3777.

If you have a request, call the same number between 2 and 5 p.m. on Monday or Wednesday, only.

Do you like to read stories to youngster? Sunrise School in Citrus Heights needs volunteers to read stories to students three days a week from 11:45 a.m. to 1:15 p.m. These winter days youngsters really enjoy story hours, so if you're in the neighborhood and have some spare time, give RSVP a call at 334-3777. You may volunteer for one, two or all three days.

Receptionists are needed for the Community Alcoholism Program. You would greet people and answer the phones. Hours can be arranged, and you may choose to work at either the Central Office in Oak Park or in the north area site at McClellan Community School.

Chess players continue to be in demand. This time there's a request for a chess enthusiast to play chess witha 92 year old resident at San Juan Convalescent Home. She'd really appreciate your coming by. And of course hours and days can be arranged.

Drivers are needed by the Easter Seal Society. A patient needs to be taken from his home on Grand Avenue near Marysville Blvd. to the Easter Seal center on Hurley Way for therapy. The appointment is on Friday from 9:00 to 10:30 a.m.

You can be a friend to a retarted person. A new program of the Sacramento Association for the Retarded is aimed at aleviating the loneliness and isolation of retarded people; mainly those living in residence for the retarded. They often have little or no contacts from the outside. Some tutoring may be involved. Orientation for volunteers will be provided, and you are urged to participate in this most worthwild program. Call RSVP 334-3777 today.

United Way Calls For Added Support

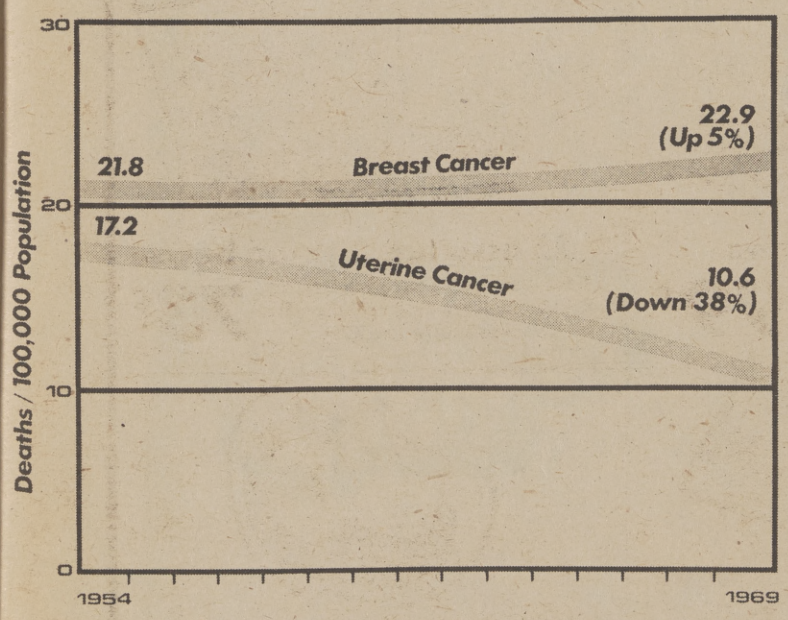
Frank B. Horner, Vice President, General Manager, Sears Roebuck & Company, and Campaign Cabinet member for United Way, last week called on the community for added support in the on-going fund raising campaign.

"It is imperative for the community welfare," he declared at the fourth report luncheon meeting of United Way, at the Sacramento Inn, "that we meet our goal of $3.3 million."

"Without the vitally need funds, many of our member agencies will have to curtail their services to the people of this area," he continued.

Horner went on to point out that 58 United Way agencies serve the three county area of Sacramento, Yolo and Placer and have been involved in three of every fives lives in those counties.

$2,642,095 was reported at the meeting, which represents 80.1% of the total goal set for this year's needs.



The well known cervical Pap test dramatically reduced the death rate from uterine cancer over the past 20 years. Now University of California, at Berkeley, scientists are helping evaluate a related "breast Pap smear" to see if it, or similar tests, can produce the same results for breast cancer. Women can volunteer to be tested by calling (915) 451-7031 or (415) 451-7032 between 9:30 a.m., and 5:00 p.m., weekdays.

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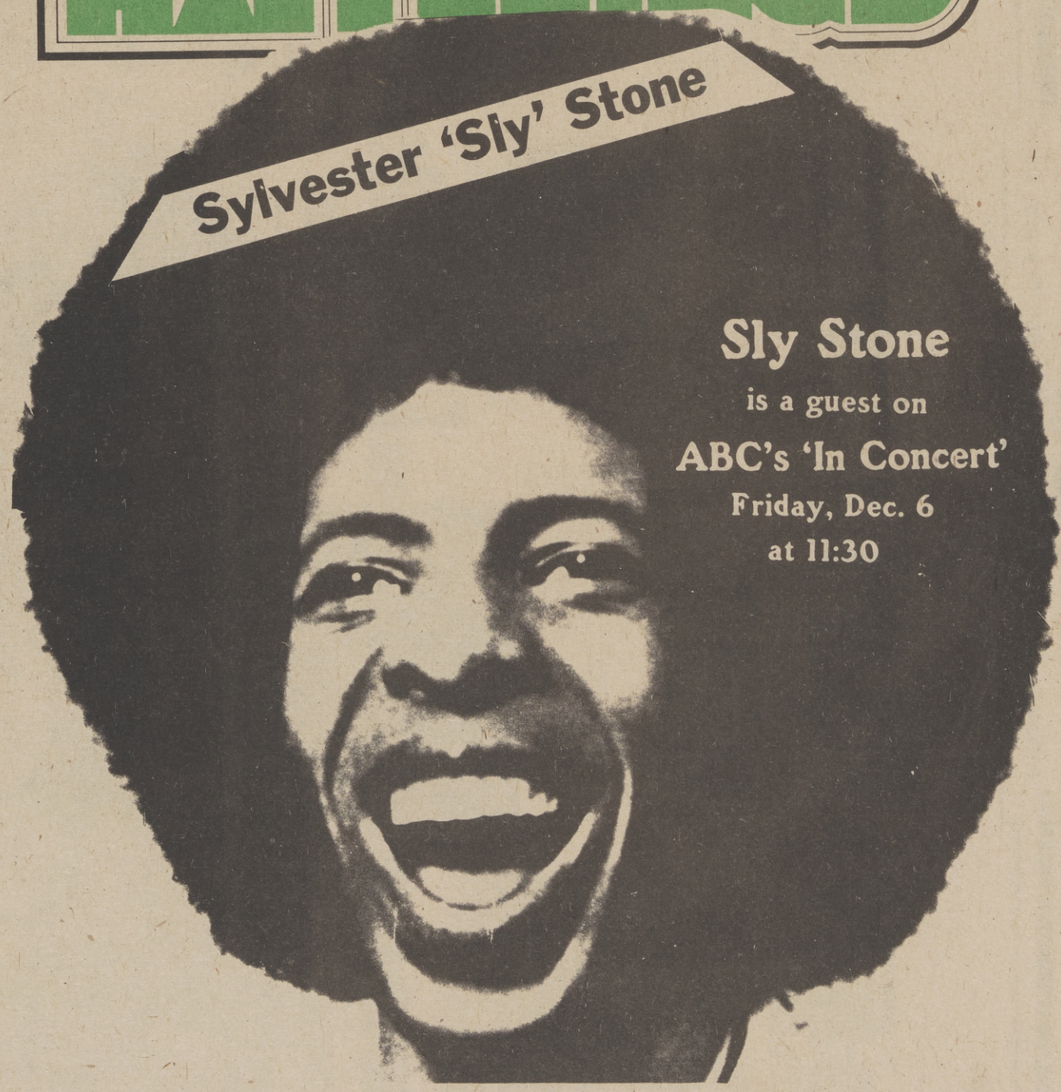
THE HAPPENINGS

The Sacramento Observer

entertainment guide

Nov. 28 thru Dec. 4



record and movie reviews · blacks on tv

HOLLYWOOD BEAT

By BILL LANE

F.Y.I. -- The participants in a new Hollywood drama have already seen the raising of the curtain. The final act is not in sight yet, but before that time comes there are sure to be some mighty high points erupting to make the plot a spicy one indeed.

Mr. F has been busy during the past half dozen or so years traipsing through some of the greatest success showbiz has seen, what with some members of his family riding the highest waves of acclaim and garnering heap much loot by so doing. Mrs. F has been staying contentedly and admiringly in the background, happy in the realization that her offspring are doing so greatly in entertainment. Mr. F, meanwhile, has also been busy trying to make his own newly organized showbiz company show success. He took on a white male partner. That made some important members of his family angry.

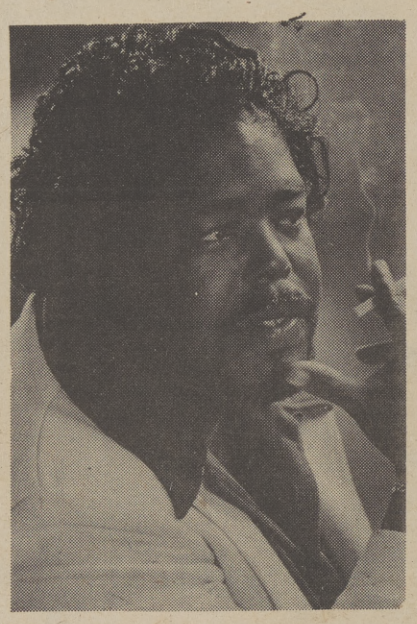
If that was not enough, Mr. F also took on a new friend of interest, an attractive damsel whom we shall call Miss Y, the "y" standing for young, for she is a lot younger than the preservering and faithful Mrs. F.

And just when the money-making branch of the family was trying to cotton to the idea of having a white manager in partnership with their pater, up pops the news that Miss Y has another addition to make to the already confused situation, and that pater is the pop.

All we know is that reports have it that Mrs. F has gone to see Mr. I, her lawyer, for counsel on what she and her famous singing offspring should do next.

IN NYC the other night they almost turned out the theatre where Al Ruddy's "Coonskin" was showing, reports go. Seems some Blacks in the audience did not like the way Black people were depicted in the partly animated film, which stars Barry White, Charles Gordone and Scatman Crothers. Now singer James Brown is also angry, for he say he has learned the film came out featuring portions of the James Brown recording without, as Brown told this office, my permission from Brown or the tune's writers or publishers. Brown said he had told his lawyers to get Ruddy to delete the tune from the movie, "As I don't want my music featured in anything that suggestes Black people ain't nothing!"

HAZEL SCOTT cards she's hanging on in there as the Downbeat in NYC, and will be playing there through New Year's.. Monk Montgomery, brother of the late guitarist Wes Montgomery, due back from South Africa shortly, he writes, where he says he took a show troupe featuring 13 jazzmen, including Kirk Lightsey on piano, the band conducted by Marshall Royal, and the show spotlighting Lovelace Watkins. Monk writes he's been having the hardest time of his life trying to get at least one entertainment location in Las Vegas to hire jazz units regularly. Futile efforts, he says, as the club owners tend to feel Vagas audiecnes go mostly for corn-ball stuff --although jazz albums by Herbie Hancock, Donald Byrd, Kenny Burrell, Bobbi Humphrey, Quincy Jones and Freddie Hubbard sell abundantly all over the U.S. today.



BARRY WHITE

JAMES BROWN

BOBBI HUMPHREY

QUINCY JONES

RODNEY Winfield, the comic, was so excited by the in-person performances of the Dynamic Superiors at the Total Experience here the other night he jumped to his feet in the audience and exclaimed loudly to the flamboyant lead singer Tony Williams: "I like you! Let's get married!" Smiling, Williams appeared unmoved, but replied: "Honey, you don't have enough money to get married--and people don't marry today for love!"

Newly homebuyers here are Freda Payne and Anna Gordy Gay. Ms Gay's luxurious pad stretches away on three and a half acres in the Hollywood Hills, and somewhat near the home of her mother, Mrs. Berry Gordy, Sr.

Reports from NYC have it that reggae singer and movie star Jimmy Cliff, of Jamaica, staged a highly successful concert at Carnegie Hall . . . Actress Gail Fisher seen taking in the Dynamic Superiors show, and saying she was thrilled that the Superiors' new recording album is due out pronto . . . "Ironside" going off TV after seven years, to be replaced by Brian Keith (at $40,000 per show) in "Archer." Nothing yet from Don Mitchell as to what he'll be doing now after seven years wheeling Raymond Burr around the face of the tube. . . Singer Syreeta was acclaimed to the rafters here in her concert at the Troubadour . . . "Claudine" and "Sounder" are both firming up for a TV series, reports say . . . Freddy Prinze of "Chico" and Kitty Bruce, daughter of the late Lenny Bruce, called it quits in there togetherness. . .The movie "Earthquake" jolting in its realism and unusual special effects. And I'm glad I was not in my office the day the building fell down - - - In the "Earthquake" film.

SO MANY Black singing stars using white pianists it's unusual to see Petula Clarke (with Frank Owens) and Debbie Reynolds (with Rudy Render) using Black pianists, as the two winger are white. But Ella Fitzgerald still features her Black pianist Tommy Flannagan, and Della Reese uses Marv Jenkins, plus Barbara McNair has the keyboard talents still of Colleridge Perkins - Taylor. Debbie Reynolds, meanwhile, is racking up a lot of kudos here in her show at the Shubert, "Irene."

RON O'NEAL and Lincoln Kilpatrick are toiling in the sun before the cameras up in Monterey, Calif., filming scenes in "The Master Gunfighter," of which Tom (Billy Jack) Laughlin is star. Meanwhile, the new "Trial of Billy Jack" is racking up acclaim, despite the fact that it is three hours long and laden with message banter . . . And bandleader Louis Jordan still recovering from that heart attack. Says he'll be back before the footlights very soon. Last time we saw Jordan was in New Orleans the city where some 21 motion pictures have filmed in the last year, outranking San Francisco probably . . . William Alexander all set to produce "They Very Private Life of Marilyn Monroe."

THE HAPPENINGS
The Sacramento Observer entertainment guide

WILLIAM H. LEE Publisher

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Nutcracker Ballet At Center

"The Nutcracker," probably the most popular full length Christmas spectacular is only a few weeks away.

This is the seventh year of this beautiful ballet and it has become an annual affair here in Sacramento.

Well known guest artist are again scheduled to join the Sacramento Ballet Association and the Sacramento Symphony in the full length production of Tschaikowsky's traditional Christmas ballet starting December 14th through the 16th at the exciting new Sacramento Community Center Theater.

Artistic Director, Barbar Crockett, and Associated Director, Jean-Paul Comelin, will direct the ballet while Daniel Kingman and Harry Newstone, Musical Driector of the symphony, will condust the orchestra.

Public sale of tickets will begin November 18th at the Sacramento Community Center Box Office 14th & L Street-they go extremely fast, so it is advisable that you order early and assure yourself of the performance and the seating location you desire.

Ticket prices are $2.00, $3.00 and $3.50 for matinees and $2.50, $3.00, $4.50 and $6.00 for the evening performances. Mail orders must be accompanied by a self addressed envelope (stamped) for the return of tickets. For assistance in planning attendance of groups (children or organizations of 15 or more) please call 331-7308.

Organizations and schools may begin to make arrangements immediately to attend one of the performances and again we stress the need to plan your reservation early.

"The Nutcracker" ballet is of course for everyone, young and old alike. The excellence of the Sacramento Ballet, together with the exciting new community center theater, will make this year an experience to remember.

New Album For O'Jays

Philadelphia International recording stars the O'Jays, composed of Eddie Levert, Walter Williams, and William Powell, are in the process of completing their newest LP tentatively titled "The Law."

The album, which is scheduled for release at the beginning of the year, is produced by Gamble and Huff and arranged by Bobby Martin. The LP is being recorded at the Sigma Sound Studios in Philadelphia, with the renowned MFSB Orchestra accompanying the O'Jays.

Tunes featured on the album include "Just Don't Seem To Be My Day," "Just Let Me Love You," and "What Am I Waiting For," by Bunny Sigler, who penned such O'Jay greats as "Sunshine," and "When The World's At Peace." Producers Gamble and Huff wrote "Can't Nobody Break Us Up," "The Rich Get Richer and The Poor Get Poorer," "How Time Flies," and "Living In The Boundaries Of The Law" (the title tune) for the album.

The new LP release will mark the fifth collaboration of the O'Jays with the Gamble and Huff producing team.

"Live In London," the O'Jays' current successful album release, has just been certified gold, signifying album sales have reached the one million dollar mark.

The trio is currently rehearsing for their headline appearance at the famed Waldorf-Astoria Hotel's Empire Room in New York City in November.

O'JAYS

BUDDY MILES

Miles' New Album Not 'Usual'

Columbia recording artist, Buddy Miles' newly released LP, "All The Faces of Buddy Miles" represents a marked departure from what is considered "usual" Miles fare. Listening to his latest single "We Got Love" gives one insight into the reason why.

During the past years, Miles has established himself as a mainstay in the rock arena. He was one of the original members of Jimi Hendrix's Band of Gypsies. The Buddy Miles Band recorded "Them Changes" which has gone down in the annals of musical history as a progressive rock classic. And his live concert album with Carlos Santana epitomizes the "acid rock" sound that was so popular in the late sixties.

Miles' new album is his first work that can be classified as rhythm and blues. the LP marks his first collaboration with producer Johnny Bristol, the force behind many of today's top Black artists. Bristol also penned many of the songs on the album.

Bristol's influence led to much concentration on Miles' singing, to the extent that for the first time on any of his work he abstained from playing drums. The LP shows definite signs of vocal maturity on Miles' part. The tunes are both up-tempo and ballad-like, but in either case, the sound is most definitely soulful.

"All The Faces of Buddy Miles" will be introduced to fans in two concerts to take place at Winterland in San Francisco. Subsequently, he will undertake a concert tour of the United States.

Hot Chocolate

The 'Un-Coffee'

Big Tree Records, a division of Atlanta Alta, has something everyone has been wondering what sounds so good.

Catering to the highly divergent demands of contemporary music connoisseurs by whetting their appetities for more and more treats seems to be Hot Chocolate's favorite pasttime.

They take the British rock tradition turn it about and prove that funky music is not the province of any one nation. They have a recipe for funky beats, soulful melodies, and upright rock that is a dynamite winner on any bill-of-fare. And it is elegantly served in the most expert manner on their debut album, "CICERO PARK," on Big Tree Records.

Quenching any tuneful thirst with a tankard full of tangy, tasty numbers, Hot Chocolate pours it on thick and rich. Having gained the notoriety from the smash hit "BROTHER LOUIE," which they wrote, the group demonstrates their staying power by putting together music that is steeped in the best rock and soul tradition flavored with pop, reggae, and blues.

Songs like "COULD HAVE BEEN BORN IN THE GHETTO," "BROTHER LOUIE," "YOU'RE A NATURAL HIGH," "DISCO QUEEN," and "FUNKY ROCK 'N ROLL," are served up sweet and steamy.

The talented membership of Errol Brown, lead singer and guitar; Tony Wilson, electric bass and vocals; Larry Ferguson, organ and piano; Harvey Hinsley, lead guitar and flute; Patrick Olive, percussion, guitar, and vocals; and Tony Connor, drums, is a surefire hot brew.

For a treat, Hot Chocolate is the perfect change of pace; it's the un-coffee.

HOT CHOCOLATE

FINISHING TOUCH

Finishing Touch-- Only Second Best

One of the most difficult aspects of beginning a professional recording career is that of having people take the time to listen to you, even if they have not heard much (or anything) about you.

This has been the case with many of today's R&B groups, including such now established acts as Philly Groove's Delfonics and the First Choice.

On this note, it is appropriate to introduce The Finishing Touch, a trio of talented male singers whose debut single has just been released on Philly Groove records. Their first effort is entitled "Second Best (Is Never Enough)" b/w/ "Your Love Has Put a Spell On Me," and the thing The Finishing Touch has going for them is that the record is good.

"Second Best" is an up-tempo, catchy, and well produced tune. The trio's vocal harmonies are rich and blend well together. And "The Last Word," The Finishing Touch's five piece self-contained rhythm section, compliments their preformance in every way, adding vitality and depth to the recording.

The Finishing Touch has played before enthusiastic audiences all over the country, ranging from nighteries in New York and Philadelphia to California. The positive reaction of these audiences is as much responsible for their premiere recording as their talent.

About "Second Best (Is Not Enough)." Give it a listen - you won't be dissapointed.

Klansman Has Big Budget

The word is that Black producer Bill Alexander has put four and a half million dollars into The Klansman, making it a contender for one of the biggest, most important movies of 1974.

It's not just the money that has gone into making the film, but the all-star cast and story that makes The Klansman important. Terence Young is directing, Lee Marvin, Richard Burton, Lola Falana, and O.J. Simpson are starring, and the film is based on William Bradford Huie's best-selling book of the same names.

O. J. SIMPSON

Even though he now has big names and a big budget for the film, Bill Alexander has worked hard getting the picture together. He devoted more than two years to bringing The Klansman to the screen. His financiers are international, embracing USA domestic involvement ranging from Georgia to Canda.

"The film's financial backers are a group of people who recognize how important it is that William Bradford Huie's incursion into the minds of bigots be put on film. This is not a message film by any stretch of the imagination. It is a dramatic entertainment, and a tour de force for every actor in it.

"There are two men in this drama who admire the respect each other. The circumstance of the time and location tear them apart, rip the community apart, tear at the live of hundreds of people for dozens of reasons. The subject matter is internationally topical because what the con frontation is all about is change the kind of change everyone is finding it hard to deal with," Alexander says.

In the film vivacious Lola Falana co-stars as a virtuous young girl encouraged by Ricnard Burton to go north and make something of herself. She then comes back to 'Bama to see about her grandmother and get involved with the demonstrators, get attacked and goes a-gunning.

And then there is O.J. Simpson, heretofore known as the football world's greatest runner, bringing his awesome natural talents to the silver screen for the first time.

O.J. plays the pivotal and powerful role of a young man provoked to deadly vengeance against Klan members by their vicious, senseless inhuman activities.

In all, The Klansman shapes up to being one of the biggest and most important movie productions of this year, no matter what the public reaction is to the film. And as for that, from what we've seen of the movie, you're going to think it is a major event in film, and big chunk of movie history.

'Man Without A Country' Repeated Dec. 6

"The Man Without A Cpuntry," a television recreation of Edward Everett Hale's famous story, will be repeated by ABC-TV on Friday, Dec. 6, Channel 13 from 8:30 to 10 p.m.

The program was very much a critical success and received three important awards. Its theme not only has timeless universal appeal but also particular significance at this time when amnesty is in the news.

The story is about Lt. Philip Nolan, played by Cliff Robertson, who, as a result of his own words, serves a 56-year, lifetime sentence of exile from the United States on ships at sea.

The words spoken by Nolan at his Army court-martial that led to his sentence for treason were, "Damn the United States! I wish I may never hear of the United States again!"

"This is a program that deserves a second showing," says Roger K. Morrison, director of broadcast and media, Eastman Kodak Company. Kodak was sole sponsor of the premiere in April of 1973 and will be a half-sponsor of the second showing. "We feel that it is a quality production that has tremendous impact on its viewers. We were proud to be associated with the original production and are proud to be part of the repeat."

Critical comment at the time of the premiere included praise for Robertson's peformance, the direction of Delbert Mann and the handling of the sensitive theme. More than 13 million homes saw the original telecast.

Honors the program received included a Christopher Award, a George Washington Honor Medal from the Freedoms Foundation and a television award from the Daughters of the American Revolution.

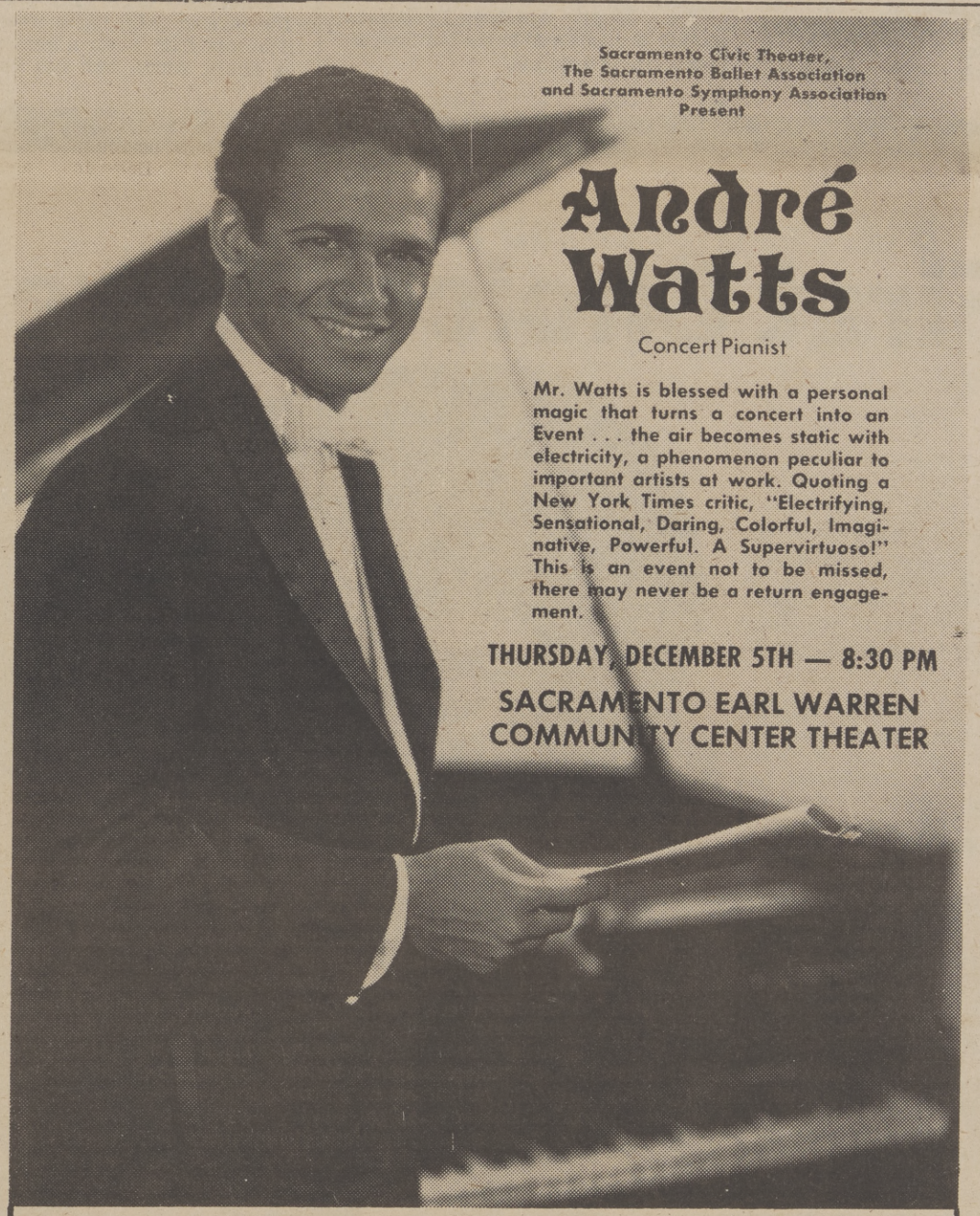
Part of the success of the program was attributed to the full-fledged production effort guided by producer Norman Rosemont. The program was filmed entirely on location in Mystic, Conn., Newport, R.I., and Fort Niagara, N.Y., with four and a half weeks for production.

Otis Redding Scholarship Fund

MACON, Georgia - Phil Walden, Macon recording executive, has initiated the Otis Redding Scholarship Fund to enable Black students to attend Mercer University's Walter F. George School of Law.

Waldin, a 1962 graduate of Mercer who once considered a law career himself, said $250,000 in contributions is being sought for the scholarship fund.

The first gift for the fund was a $30,000 check from Lou Adler, president of Ode Records in Los Angeles, and co-producer of the Monterey Pop Festival, at which Redding reached the peak of his career in 1967, a few months before his untimely death in a plane crash in Wisconsin. Adler also was the producer of the Otis Redding/ Jimi Hendrix album recorded live at the festival.



Dreams Come True For Tom Brock

Right at this moment, there are thousands of young men and women dreaming hopefully of a successful career in the entertainment business.

Just a few years ago, 20th Century recording artist Tom Brock was one of those thousands of dreamers. But Tom did something different: he trained himself not only to be a singer, but to also be a writer and producer.

This training began early for Brock. While still in Austin High in Texas, he began singing in the school choir.

"The choir was very helpful." he said recently in an interview in his spacious Hollywood office, "that was my first real experience with music and I really dug it. Then I knew for sure that I wanted to be a singer."

Tom also realized that just being a singer in the highly competitive world of show biz can be extremely difficult to say the least, so he also decided to become a song writer as well.

"I attended college in San Francisco and was writing all the time as well as performing as a singer with a folk group. Our group, known as, "Tom, Jim and John," performed all over the Bay area and for me, the experience was more than helpful."

Brock later joined another singer, Lunie McLeod, and they called themselves, "The Executives."

But his song writing and the hopes of becoming a producer was still on his mind. Eventually, his tunes caught the attention of a small Los Angele based firm who brought him to Southern California.

Unfortunately, the deal fell through and Brock found himself jobless. He finally secured a job with the telephone company where he was trained as a technician.

"It was rough," he said, now able to smile as he thought back over those days, "not in terms of by job, because the money I was making at the telephone company was alright; but it was rough in terms of not being able to do what you want to do most, and can do best. That's the most frustrating thing in the world."

Brock did not stop doing his thing with music, however. In fact, during his spare time, he formed his own production company, but without much success.

"In this town," he explaines, "you have to know someone, and at that time, I new no one."

Fate, however, did not overlook him. The turning point came when he met Bob Relf. Relf, in turn, introduced him to Barry White, who was very much taken by Brock;s talent and the similarity of their creative direction.

TOM BROCK

White took Brock under his wing, and the rest is history with a happy ending. White is now producing all of Tom's albums and Brock is working with and writing from some of the best talents in Hollywood. His dream of becoming a successful producer/writer/singer, has become a reality. And 20th Centurn Records has another winner in Tom Brock, whose dream has come true.

Xmas Parade Nov. 30

Mickey Mouse, Goofy and Chip 'n Dale will come up from Disneyland to light the downtown Christman decorations Friday evening, November 29, and lead the annual Children's Christmas Balloon Parade Saturday morning, November 30. Kathy Smith, the 1975 Disneyland Ambassador, will join the fun.

The trim lighting ceremony, emcee'd by television news anchorman Dick Cable, will be staged on the steps of the Cathedral of the Blessed Sacrament, with Disneyland personalities making their appearance at 7:30. St. Mel's Church choir will play and sing Christmas carols.

Saturday morning at 10 o'clock the 1975 Disneyland Ambassador, Mickey Mouse, Goofy and Chip n' Dale will lead the traditional downtown Chirstmas parade on I and J Street (up I from 10th to 14th, over to J, down J to 6th, over to I and up I to 10th).

In addition to giant balloons depicting animals and fictional characters, there will be high school bands, drill teams, clowns, marching Girl Scouts, Brownies and Campfire Girls, and more than 30 parade parade horses.

Santa Claus, riding on one of the mall trams, will wish everyone a Merry Christmas to end the parade.

The annual downtown Christmas parade is sponsored by the Sacramento Downtown Association.

First Choice--Sure Winners

THE FIRST CHOICE

Philly Groove recording artist The First Choice are seeing considerable pop action with their latest Lp release "The Player." Their current single is the title song of the album and is steadily making its way up the charts.

Pretty impressive for a trio of lovely women who banded together in 1971 while in their senior year at Overbrook High School in Philadelphia. Especially considering the fact they were named Best R&B Femal Vocal Group of 1973 by both Cash Box and Record World.

The First Choice is comprised of Rochelle Fleming, lead singer; Annette Guest, first soprano; and Joyce Jones, who sings alto and is the newest addition to the group. All three come from religious families and each girl started singing in church.

"Believe it or not, our professional career was officially launched when we were listening to the radio one day. A song came over the radio and we know that we could sing as well, if not better, that what we were hearing," commented Rochelle, who acts as group spokeswoman.

"So we went down to radio station WDAS and asked radio personality Georgie Woods if he would listen to us. He consented, and was so impressed he contacted producers Norman Harris and Al Sullivan. Before we knew it, we were in the studio recording our first single which Norman Harris wrote for us called 'This Is The House Where Love Died."

"It was Norman Harris who introduced us to Stan Watson, who is our manager and has been the force behind other successful acts like The Delfonics. Stan paid for our first recording session even though he had never heard us sing. Also, it was Stan who named us The First Choice."

"Although our first single didn't do that well on the American charts (it did better in England), it was our next one 'Armed And Extremely Dangerous,' a headline appearance at the Copacabana in New York, and a European tour with The Temptations."

When The First Choice performs they are indeed a sight to see. The girls generally take turns singing lead on stage, although Rochelle is the lead singer on all of their records. All three can do impresonations, and exhibit a real flare for comedy.

Since "Armed and Extremely Dangerous," The First Choice has had a string of successful singles, including "Smarty Pants," "Newsy Neighbors," and currently "The Player."

"The Player" Lp is produced by Stan Watson and Norman Harris. The renowned MFSB Orchestra backs The First Choice on the album. It's a sure winner - be sure to pick up a copy.

Al Green To Host Dramatics At Circle Star

THE DRAMATICS

Renowned for his falsetto notes and silky, soulful tunes, singer Al Green will make his first appearance at Circle Star Theatre, Tuesday, December 3 thru Sunday, December 8, for 10 performances. Al's special guest stars are the popular rrcording group, the Dramatics.

Born in Forrest City, Arkansas 26 years ago, Al Green began his career singing with a gospel group. He switched to rhythm and blues, and spent 3 years on tour with "The Creations,"

Grits Gone And Smilin'--AL GREEN

Show To Begin Next Tuesday, Dec. 3rd

developing his style and reflecting the influences of Sam Cooke, Claude Jeter, Jackie Wilson and James Brown. Striking out on his own at 19, Al Green recorded his first hit "Back Up Train."

His success story is complete with 9 gold records including, "Tired Of Being Alone," "Let's Stay Together," "I'm Still In Love With You," "Livin' For You," and "Call Me." His latest single "Sha-La-La," from the "Explores Your Mind" LP, has already sold a million copies, and will soon be certified gold.

The Dramatics, a 10-year old Detroit formed and based singing groups, is composed of Lenny Mays, Willie Ford, Larry Demps, L. J. Reynolds and Ron Banks. Their music, often referred to as "love music," is a collection of pop, rock and soul. Their million sellers include "Whatcha See Is Whatcha Get," and "In The Rain," on Stax Records.

Performance times on Tuesday and Wednesday at 8:30; Thursday, Friday and Saturday, at 7:30 and 11:00; and Sunday, at 6:00 and 9:30. Best seats available are for the Tuesday, Wednesday and Thursday evening performances.

Tickets are available at Sears, Macy's, Bass, Ticketron, and all leading agencies.

Tower Waterbeds
SLEEP TIGHT TONIGHT ON AN AQUA MATE
TOWER
WATERBEDS
2 LOCATION IN SACRAMENTO *15th & BROADWAY (In The Tower Theater Bldg.) * TOWN & COUNTRY VILLAGE WEST (Next to Villege Theater And At Tahoe's King's Beach).
■ Rest In Peace With A Tower Waterbed ■

Some Of The World's

1.

4.

7.

2.

5.

3.

1. Paul Robeson
2. Elwood Petertson
3. Adele Addison
4. Cynthia Bedford
5. Gary Burgess
6. William Warfiel
7. Camilla Willian
8. Frederick Wilk
9. Catherine Van

Greatest Concert Artists

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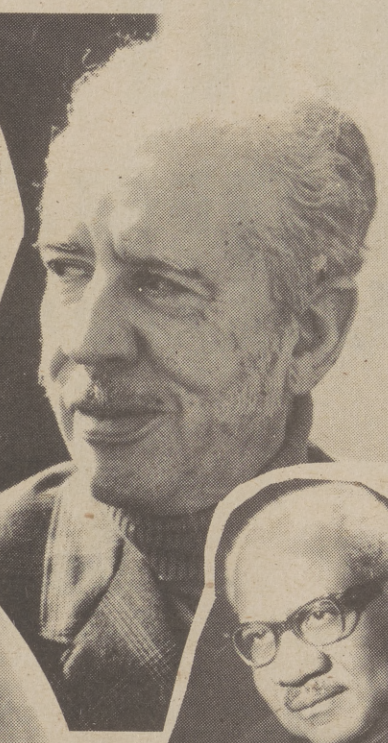

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am Warfield
illia Williams
lerick Wilkerson
herine Van Buren

10. Leontyne Price
11. Betty Allen

12. William Duncan Allen
13. Composer Edward Swanson
14. Todd Duncan

EBONY ETCHINGS ETC.

by WARREN LANIER

"PEOPLE ARE TALKING ABOUT..."

Philadelphia air personality GEORGIE WOODS of WDAS Raido Station, spearheading a drive to get the employed and more fortunate people of the record business to give donations so that the poor and needy families of Philadelphia can have food on their tables come Thanksgiving . . . BARRY WHITE's current concert tour featuring LOVE UNLIMITED, THE LOVE UNLIMITED ORCHESTRA, and MAESTRO BARRY WHITE himself, registering complete sell-outs to date including his two day Felt Forum appearance in Nu Yawk . . . Veteran entertainer CAB CALLOWAY getting signed to headline a segment of Metromedia's forthcoming Vaudeville Special" . . . Houstons' KNOK Radio Stations' RICK ROBERTS, GEORGIE "BOOGALOO" FRAZIER, and GEORGE NELSON, working like eager bevers to put together a repeat "75" I Love You," star studded entertainment package for their vast listening audience, with eyes for the same to come off at The Astro Dome . . . The impact that BILL ALEXANDERS' motion picture "The Klansman" had on it's pre-release screening audience, that indicated the flick will be a winner hands down . . . The "Mutual Soul Of Entertainment" hosted by ED CASTLEBERRY and aired daily in 5-minute segments over Mutual Black Networks 31 station outlets and the inside information of the movies and entertainment industry it gives it's countless number of listerners . . . Singer JOHNNY HARTMAN, doing landslide business in his current stand at The Parisian Room in Los Angeles, and will cap off his west coast nitery appearance with an album date, prior to his returning to New York where he will start conducting classes at City College as an artist in residence . . . The law suite against NBC and GREG GARRISON PRODUCTION in the amount of $250,000 for unauthorized videotaping of little 6-year old RODNEY ALLEN RIPPY last winter and a showing of the same performance by RODNEY on NBC's "Music Country . . . Rumors from the film industry getting stronger about FLIP WILSON being touted to play the role of LOUIS "SATCHMO" ARMSTRONG in a film of the music man's life which is a pending Paramount picture project... THE CURSADERS and THE POINTER SISTERS being packaged together and touring Japan . . . The all out promotional campaigns being designed by HOSEA WILSON the National Soul Promotion Director of 20th Century Records, to make LOVE UNLIMTED and THE LOVE UNLIMITED ORCHESTRA the biggest recording acts, since the last biggest recording acts signed to the hot west coast label . . . BOO FRAZIER, forming his own Boo Man Records, and releasing an album on DIZZY GILLESPIE that was recorded live at the Monterey Jazz Festival, and features the piano artistry of LALO SCHIFFRIN that's got real jazz and music lovers running to their favorite record stores to get this cooking classic.

LOUIS ARMSTRONG

"HOLLYWOOD HOTLINE . . ."

Former west coast United Negro College Fund office topped RON BOOKMAN, resigning from his position and opening up his own P.R. Agency under the banner of RON BOOKMAN and ASSOCIATES INC.

By way of fantistic things PATRICK J. BLANKENSHIP & ASSOCIATES, are springing with an affair called "A Fantastic Voyage Of Stimulating Social Explorations," that'll take place Saturday November (30), at The Westide Racquet Country Club, in the plush setting Angeltowns' Cheviot Hills.

Along the avenue of celluloid conversations, AL "STEVE-O" STEVENSON is becoming one of the hottest actors on the scene and his upcoming schedule of television and movies parts include a Kojak segment, a part in The Rockford Files, plus a soon to be announced Sunshine Series, and a healthy role in "Hit The Open Man." SOLOMON BURKE in association with HERMAN RUSH & ASSOCIATE , getting ready to go into the recording studios on another production deal like the other production deal that resulted in the smash record of "Midnight And You."

SID SHEINBERG, president and chief operating office of MCA Inc., has been named honorary chairman of the eighth annual Image Awards program held by the Beverly Hills-Hollywood Branch of the NAACP. The program, established to honor those in the entertainment field who have done the most to improve the image of Black Americans will be held January (18), at the Hollywood Palladium.

Long time no hear from DON GARDNER, best remembered by music lovers for his hit recording of "I Need Your Loving Everyday," being wooed to play The Parisian Room come January with RED HOLLAWAY and the group.

The side splitting laughter that's spreading around the west side niteries of Los Angeles comes about from one RENALDO REY, a comic that could well hit stardom along the laughter trail with a little help by way of some television exposure and ablum recording and promotion.

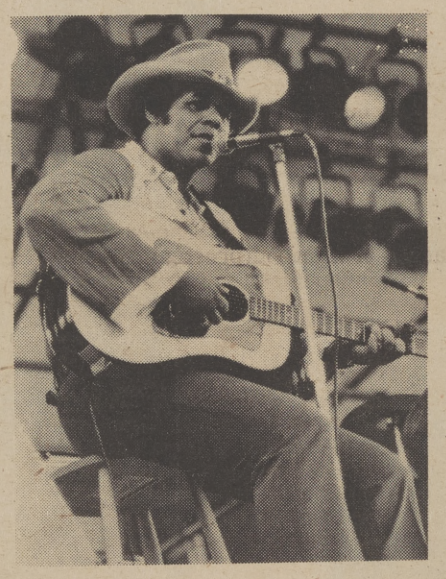
ALLEN

Entertainer - businessman BOBBY WORMAK, is spending the rest of "74" reorganizing and revamping his act and group in order to hit the concert tour trail in "75" with a mind blowing show that's going to be too much.

An interesting insight into the sins of politics, and the politics of sins, that are becoming a part of the "all american social diet" and are cleverly exposed around the upcoming motion picture release from Warners, "THE TRIAL OF BILLY JACK;" the second phase follow-up of the first multi-million box-office smash.

"PROFILE OF A PROFESSIONAL"

The knowledge of today's recording artist, has not only go to be more than introspective, but also totally abreast of the current and eventful moods of the people. The knowledge of JAE MASON both of music and of life, is more that of a "gift of being," that has brought about a "spiritual-power," which magnatizes his song materials and stage performances. His ability to emancipate unique song stylings and contempo-folkisms for his growing number of fans, is swiftly vaulting him to the cross-roads of his professional singing career.



JAE MASON

A native of Washington D.C., and a resident of numerous places prior to there, by the time he was ten years old, JAE knew that he wanted to be a musician. Studying music and voice, dominated his spare time, while songs perfomed by the likes of Tony Bennett and Nat King Cole when immitated by him helped him to formulate his own style. "Hanging-out" also injected a seed of musical development, in that he would hang around the school yards, singing a cappella, drinking wine with the "fellows" and rapping about the many wordly problems facing an aspiring adolescent.

It's been about eight years since JAE MANSO began to get serious about performing, and writing music, with time off for getting mad and linning his dresser drawers with songs. Singins in small clubs after work, wherever he could, one particular night his performance struck the musical fancy of Stan Vincent an industry man, but the timming wasn't right In early 1973, MASON and Vincent met again, Vincent took MASON to The Buddah Group, and his first album Crossroads was released in May, 1974.

Clearly JAE MASON is at the cross roads in career, where an entertainer crosses over into public admiration and acceptance. In fact, though you may realize it, there's probably a little of JAE MASON in you already, that is if you're positive about life.

Image Awards Program Set For Jan. 18th

HOLLYWOOD - Sid Sheinbert, president and chief operating officer of the giant MCA, Inc., Universal City, has been named honorary chariman of the Eighth Annual Image Awards program of the Beverly Hills-Hollywood NAACP.

The selection of Sheinberg, who MCA company owns Universal Pictures, was announced recently by branch president Bill Lane.

The Image Awards show-banquet will be held January 18, 1975, at the Hollywood Palladium. Bob Jones, publicity manager for Motown Record Corp., is chairman of the awards show.

"I consider it an honor to serve as honorary chairman of an annual event that has brought both prestige and honor to the motion picture industry," said Sheinberg.

"The national offices of the NAACP and the Beverly Hills - Hollywood branch have worked closely with the firm industry through the years to improve not only the way minorities are depicted on the screen," he added, "but also to elevate the working status of Black film technicians and executives. Only with qualified Blacks working in management and on the board can equal opportunity be a reality.

"Right here at Universal, and throughout the film industry, Black employment is at a higher lever now than ever before. And we shall continue our efforts to improve even that number."

Sheinberg, who is also vice chairman of the Association of Motion Picture and Television Producers, said work is "constantly underway to make more accurate the depiction of minorities in film.

"Unfortunately, some improvements come about only after criticism. Much work remains to be done before full equity takes place, but we are continuing in that direction."

The annual Image Awards program was established by the Beverly Hills-Hollywood branch to honor those in the fields of motion pictures, television and sound recording who have done most to improve the image of the Black American.

"All of us are honored that Sid Sheinberg has accepted the honorary chairmanship of the Eighth Image Awards." said branch president Lane. "The Image Award is a prized one, and we are happy to have the top executive of Universal, a film company deeply involved in monority hiring, working with us in our annual show."

Look Out! Here's Candi!

CANDI STANTON

Candi Staton puts so much of herself into her work you wonder if there's anything left as each records ends. After a series of smash singles and chart albums, the answer to that question is an emphatic "yes." Candi is alive and well and sounding as good as ever on Warner Bros., her new label.

Known for many hits, including "I'd rather Be an Old Man's Sweetheart," "I'm Just A Prisoner," "Sweet Feeling," "Stand By Your Man" (the definitive non-Tammy Wynette version), "He Called Me Baby," "in The Ghetto," and "Do It In The Name of Love," Candi has been associated with Muscle Shoals hit maker Rick Hall from her start in 1969. It was for Hall's Fame label that she first started recording and continues her association with Rick and the Muscle Shoals sound at Warner Bros.

Candi was born in Hanceville, Alabama, a small town 60 miles from the Muscle Shoals studio where she was to make her name in the music business. One of six children, she came from a poor family, her father was a miner and farmer, her mother was a deeply religious woman who instilled strong beliefs in her daughter.

It was natural, therefore, that church was where Candi made her singing debut at the age of five. Even though she was so small that she had to be lifted up to be seen by the congregation, her singing was a gospel sensation from the start.

The pastor of her church was impressed with the girls' talent and took her to sing at other churches. At the age of 10, she became a member of the Jewel Gospel Trio, under Sister Bishop M. L. Jewell. It was with the trio that she met other young gospel singers of the day, including Lou Rawls and the teenage Aretha Franklin.

In 1968, she was singing and playing piano in a Baptist Church in Birmingham. Her brother took her to a club in town where the audinece prevailed upon Candi to do a few numbers. The only non-gospel song she knew was "Do Right Woman," and she dazzled the club goers but, having run through her entire secular repertoire, she could not meet their demand for an encore. She soon learned some more songs and began to get steady work at the club. Candi briefly enrolled in nursing school, but she soon joined Clarence Carter's show and met producer Rick Hall. That's about the time her hits started and the rest of the world began to hear about Candi.

The best quote about Candi's heart and soul approach to her music comes from Rick Hall: "She gives at least one pint of blood for every record she makes." Her Warner Bros. debut would certainly qualify Candi as the Red Cross all-time top donor.

Says Candi of her winning style, "The more I personally experience, the better I can perform -- it's because I can put more emotion, more truth into my singing." You can't get more soulful than that. R&B is today's music of experience and Candi Staton puts a lifetime in every song.

Now living in Atlanta, Candi is anxious to continue her string of hits with Rick Hall and to become involved in television and films.

THE ONLY FUN AT SEVEN IS ON CHANNEL 10!
We're ready for fun at seven if you are. Jack Narz gets the ball rolling every weekday when the news is finished.
7:00 MON-FRI
CONCENTRATION
KXTV 10

RETURNED TO HIS ROOTS

GENE HARRIS

Gene Harris is a big man, an emotional man, a man who laughs easily. He is also a superb pianist, a man who for many years was known as one of the tastiest player around.

He's also a man who has returned to his roots -- roots firmly imbedded in rhythm n' blues, in church music, in the boogie woogie rhythms of Albert Ammons and Pete Johnson.

In order to trace Gene Harris' musical evolution, (he describes it as being a circle), we have to travel back to Benton Harbor, Michigan, where Harris was born. He first touched a piano when he was four years old; he was playing professional by the time he was seven, in a trick piano act (playing from below the keyboard, playing with his elbows, etc.) as his father took him all round the Benton Harbor area to play lodge halls.

By the time he was 12, he had his own radio show, the result of a local radio station hearing the young boogie woogie player do his thing for a school play.

The show featured the young Harris (now backed by bass and drums) and caused quite a stir in the midwest, ("Hell," says Gene, "they heard me all the way to Indiana."). This led to club dates for Harris -- a strange feeling, he says, for he was fourteen or fifteen years old with a band made up of guys five to ten years older than him, and Harris gave out the parts. He couldn't read as yet -- so he just sort of showed the bandmembers what he wanted. He was playing stone blues and rhythm and blues then.

At the same time, he began to indulge his penchant for sports -- he was on the basketball team. he ran track, he started boxing. With the sports and the music, as Gene puts it, "alotta times I didn't make it into school on Mondays." He was one busy teenager, singing and playing and lending his band, doing traditional blues and r & b backed by a rocking band that included two saxophones.

BLUES SINGER GENE HARRIS

From high school, Gene went right into the service, where he quickly became a member of the 82nd Airborne band (he still couldn't read, but quickly learned out of admiration for the well trained musicians in the band). When he got out he went to Florida to play with a friend then returned to Michigan.

Almost as soon as he got back home, he formed The Three Sounds. Well, actually, it wasn't The Three Sounds; it was orginally The Four Sounds (a saxophone was in there). The group did club gigs in Michigan, with Harris' music changing to the kind of funky jazz (sound-jazz was the in thing at that time). A few years later (it was a time of piano trios -- Ahmad Jamal was hot with a tune called "But Not for Me" and Ramsey Lewis was starting his Argo dates), the now saxophoneless Three Sounds were signed to Blue Note Records.

That was over a decade ago, and, as Gene puts it, the group's sound went through a lot of changes. Starting with a very blues based sound, it soon became very elegant; the group began appearing at posh supperclubs, playing standards, show tunes, the pop songs of the day. Though lucrative, Harris remembers its as a period in which he was playing "surface music," not really getting down into the essence of the songs.

It was during this time that Harris, in a kind of counter-movement, was starting to drift back to his roots, back to the blues. It was a good life, says Gene, playing Vegas and the big rooms in New York, but it wasn't the music that was part of his soul.

It was when Gene and his cohorts started to play concerts at West Coast colleges (Gene had settled on the cost) that he realized that the things that were getting his audience off were the funky rocking things he had started out playing lo these many years ago back in Benton Harbor. He know his instincts were right -- it was the blues that were moving his audiences to standing ovations.

Gene was beginning to feel increasingly constricted by the musical image of The Three Sounds. He began to move more and more toward the blues, and toward the street rhythms of r & b. The change was foretold in his previous album, Yesterday, Today and Tomorrow, on which there were ballads, to be sure, but there was a new blue vibrancy as well.

Encouraged by Blue Note brass (most notably, Dr. George Butler, head of Blue Note Records) Gene decided to make a clean break.

And the result, which you are hopefully listening to as you read this, is his new album Astralisgnal, an exploration into the nether world of the blues, and exploration into the soulful possibilities of rhythm. Sure there are ballads. Gene is after all, a tender man. But there is also solid boogie, a heaping portion of funk -- and, if you look closely, some of the production techniques of rock.

Only one question remains. To parapharase one of Astrlsignal's strongest tunes:

Did you Higga-Boom today?

The Black Beat

By The Centerpiece

It's been three years since big brother hit the very top . . . Isaac Hayes with Shaft . . . Hush yo mouth Joy, Joy. Now there's another brother whose sweet pretty voice is number 1. This week riding high over the earth is Barry White, singing, "I Can't Get Enough Of Your Love Babe." -- and soon to be released coming at you -- "You're First, Your Last -- doggonit "Your My Everything."

"Let This Be A Message to You," that's what the Independance say, and that's the latest Chicago thing to go national.

Somebody said the Four Tops couldn't keep on doing it, that was in 1969, well it's ten years before Big Brother starts watching you, and the Tops are doing it even better than ever, "Wild Flower," is them, you can hear it anywhere.

Johnny Bristol hung on in there baby. Now check him out with his new thing . . . "Memories Don't Leave Like People Do." I said memories don't leave like people do.

Johnny Bristol and Lamount Dozier, two that Motown records let get away, both are moving. Lamont has that bad thing "Fish Ain't Biting" -- Trickie Dick still playing tricks.

If you know good stuff, if you know who put the B in Boogie, and W in Woogie and who's been around 20 years, you know its the Bad Brother Brown, and as usual J. B. got another one "Papa Don't Take No Mess," that was yesterday. Papa do you know where your children are?

The Montclair's came riding out of the south in February 1974, they reached No. 7 on the charts going from city to city, "Making Up For Lost Time."

They say Vegas is heaven here on earth, Angels and all, don't know never been there. When I see Millie Jackson I'll ask her how did she "Feel The Morning After."

This portion of the Black Beat is "Get Christie Love."

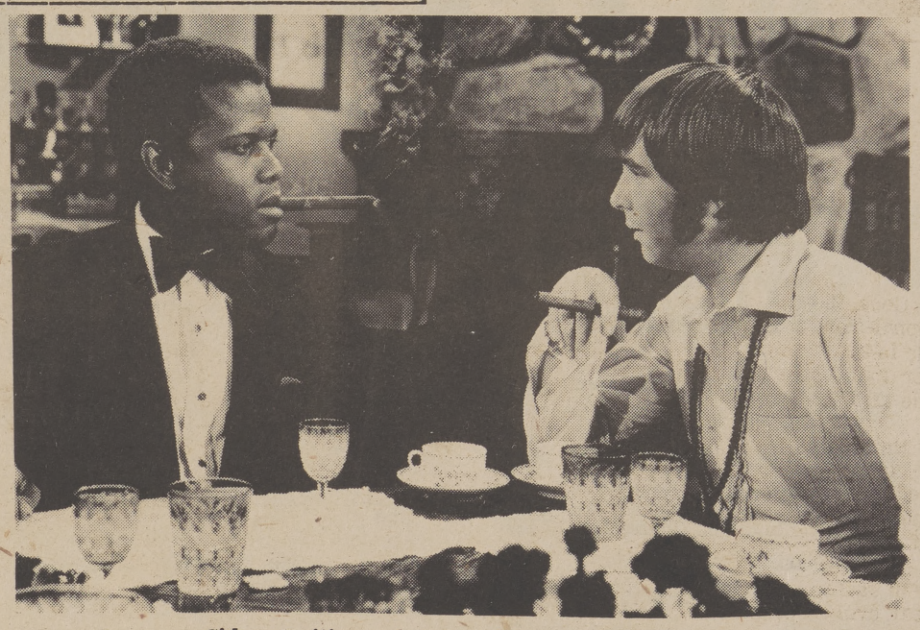
How do I describe Get Christie Love. We've had Shaft, Julia, Tenafly, Amos 'n Andy and all those Black movies. We have Sanford and Son, Good Times, That's My Mama, but not a "Get Christie Love. ' don't even know the writers, but I would like to congratulate them for such a fine performance and good quality thinking. I especially want to congratulate Teresa Graves, for she makes the Black woman style. See Christie Love styles with pride gorgeous pride. She struts, she talks that sugar -- in essence she jives, she's too much -- "Christie Love" is something new to the TV screen. She's a Black woman doing her thing. Like Calvin Lockhart said -- she's so bad -- I wanna call her my Miss Black America -- year."

"Get Christie Love," is a new TV series on ABC Wednesday night, 10 p.m., 9 central. Describing "Get Christie Love," is like describing delicious (highly pleasing). But you check it our for yourself. Check this bad Misses out, and if Christie Love don't do something to ya. Something is wrong with your Blackness we as people have to start supporting our Black pride and our products in the market place, and in the rating. You see, nobody is going to give you nothing you have to support yourself.

As the Love Unlimited say in their new LP . . . We -- belong to you.

A thought for today . . . It is said somewhere. The basis of all religious teachings, whether Christian, Buddhist, Taoist, Hindu, Islamic, or whatever, is the same -- love, peace and brotherhood. And if this bothers you in a weird sort of way, better have yourself checked out.

B. B. King talks about his guitar with Dinah Shore on 20th Century-Fox Television's Dinah!. The show will be aired on Tuesday, Dec. 3, at 3:00 p.m., Channel 10.



Sidney Poitier and Beau Bridges meet for a man-to-boy conversation intended to put an end to Poitier's swinging-single life and make him a safely married man in "For Love of Ivy," a romantic comedy on the ABC Television Network's "ABC Sunday Night Movie" SUNDAY, DEC. 1, 9:00-11:00 p.m.

'Tony Orlando and Dawn'...

Tony Orlando and Dawn, one of the world's most popular young singing groups, will star in a new comedy-music-variety series premiering Wednesday, Dec. 4, 8:00 - 9:00 p.m., on the CBS Television Network.

Tony Orlando and Dawn will, of course, showcase a singing group whose music is an irresistible combination of ragtime, vaudeville, music hall and straw-hat -- melding musical artistry and showbusiness savvy into a stunningly popular entertainment melange.

The Tony Orlando and Dawn hour will also feature a bright array of talented young guest stars.

...Replaces 'Sons and Daughters'

Tony Orlando and Dawn's recording of "Tie A Yellow Ribbon 'Round The Old Oak Tree," proved to be the best-selling record of 1973.

Their mini-review has headlined nightclubs in Las Vegas and New York, and they have been voted the most popular group in England, Italy, France, Germany, Australia, Japan and throughout South America. Their other hits include "Say, Has Anybody Seen My Sweet Gypsy Rose?" "Candida," and "Knock Three Times," and Orlando became a showbusinesses phenomenon when, in 1970, he teamed with Joyce Vincent Wilson and Telma Hopkins to form Tony Orlando and Dawn.

Tony Orlando and Dawn (Joyce Vincent Wilson, left, and Telma Hopkins) star in a new comedy-music-variety series, "Tony Orlando and Dawn," premiering Wednesday, Dec. 4, 8:00 - 9:00 p.m., on the CBS Television Network, KXTV-Channel 10.

Superstar Sly Stone, whose performances are always events, is guest on the ABC Television Network's "Wide World: In Concert," FRIDAY, DEC. 6, 11:30 p.m. - 1:00 a.m.

BLACKS ON TV THIS WEEK

SATURDAY

WHEELIE - Cartoon, Channel 3, at 7:00 a.m.

BIG BLUE MARBLE - Channel 10, at 7:30 a.m.

ZOOM - Children, Channel 6, at 9:00 a.m.

BILL COSBY - Comedy, Channel 3, at 9:30 a.m.

ELECTRIC COMPANY - Channel 6, at 9:30 a.m.

SESAME STREET - Channel 6, at 10:00 a.m.

ARMY-NAVY GAME - Channel 13, at 10:15 a.m.

STAR TREK - Cartoon, Channel 3, at 10:30 a.m.

HARLEM GLOBETROTTERS - Children, Channel 10 at 11:00 a.m.

ZOOM - Children, Channel 6, at 11:00 a.m.

SESAME STREET - Channel 6, at 11:30 a.m.

FAT ALBERT - Cartoon, Channel 10, at 12:30 p.m.

WIDE WORLD OF SPORTS - Channel 13, at 1:15 p.m.

COLLEGE FOOTBALL - Channel 13, at 2:00 p.m.

NFL GAME OF THE WEEK - Channel 10, at 3:00 p.m.

SESAME STREET - Channel 6, at 4:00 p.m.

ELECTRIC COMPANY - Channel 6, at 5:00 p.m.

WRESTLING - Channel 40, at 5:00 p.m.

ZOOM - Children, Channel 6, at 5:30 p.m.

49'ER HUDDLE - Channel 13, at 6:00 p.m.

MASQUERADE PARTY - Channel 10, at 6:30 p.m.

LET'S MAKE A DEAL - Channel 13, at 7:00 p.m.

ALL IN THE FAMILY - With George Jefferson and Sherman Hemsley, on Channel 10, at 8:00 p.m.

LET'S MAKE A DEAL - On Channel 13, at 8:00 p.m.

THIS WEEK IN THE NFL - On Channel 40, at 8:00 p.m.
SOUL! - On Channel 6, at 9:00 p.m.

ROCKIN' IN THE U.S.A. - Special, on Channel 13, at 9:00 p.m.

DON KIRSHNER'S ROCK CONCERT - On Channel 13, at 11:15 p.m.

SUNDAY

ORAL ROBERTS - On Channel 13, at 9:00 a.m.

KATHRYN KUHLMAN - On Channel 10, at 9:00 a.m.

NFL FOOTBALL - On Channel 10, at 9:30 a.m.

URBAN LEAGUE PRESENTS - On Channel 13, at 10:30 a.m.

NFL FOOTBALL - On Channel 10, at 1:00 p.m.

NFL FOOTBALL - On Channel 3, at 1:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

LET'S MAKE A DEAL - Game, on Channel 13, at 5:30 p.m.

RAYMOND BURR - On Channel 13, at 6:00 p.m.

SALTY - On Channel 10, at 7:00 p.m.

MOVIE - "For Love of Ivy," with Sidney Poitier and Abbey Lincoln on Channel 13, at 9:00 p.m.

MANNIX - With Gail Fisher on Channel 10 at 9:30 p.m.

MONDAY

SUNRISE SEMESTER - On Channel 10, at 6:30 a.m.

SESAME STREET - On Channel 6, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

CELEBRITY SWEEPSTAKES - With Clifton Davis on Channel 3, at 11:30 a.m.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

MIKE DOUGLAS - With Clifton Davis, on Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6, at 5:30 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

CAUGHT IN THE ACT - With Arthur Prysock on Channel 6, at 9:30 p.m.

ROOKIES - On Channel 13, at 10:00 p.m.

BLACK PERSPECTIVE ON THE NEWS - On Channel 6, at 11:00 p.m.

MISSION:IMPOSSIBLE - With Greg Morris on Channel 13, at 11:30 p.m.

NEWLYWED GAME - On Channel 13, at 2:00 p.m.

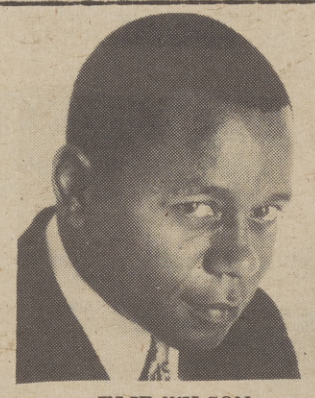
MIKE DOUGLAS - With George Kirby on Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

RAYMOND BURR - On Channel 13, at 6:00 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

THE NEW PRICE IS RIGHT - On Channel 10, at 7:30 p.m.



FLIP WILSON

MAX JULIAN

TUESDAY

SESAME STREET - On Channel 6, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

CELEBRITY SWEEPSTAKES - With Clifton Davis, on Channel 3, at 11:30 a.m.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 13, at 2:00 p.m.

GOOD TIMES - On Channel 10, at 8:00 p.m.

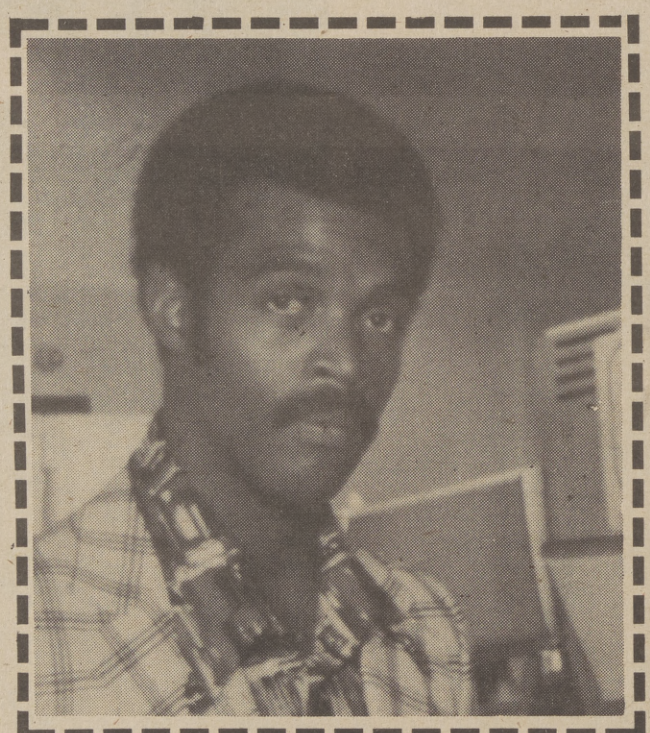
M*A*S*H - On Channel 10, at 8:30 p.m.

CAUGHT IN THE ACT - With Arthur Prysock, on Channel 6, at 11:00 p.m.

MISSION:IMPOSSIBLE - With Greg Morris, on Channel 13, at 11:30 p.m.

WEDNESDAY

SUNRISE SEMESTER - On Channel 10, at 6:30 a.m.



When you want to know the score . . . tune in for our weekend sports expert, Paul Cornelius. Catch his act on the news leader.

5:30 & 11
DAILY
NEWSERVICE 10

KXTV 10

BLACKS ON TV THIS WEEK

SESAME STREET - On Channel 6, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

CELEBRITY SWEEPSTAKES - With Clifton Davis, on Channel 3, at 11:30 a.m.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

RAYMOND BURR - On Channel 13, at 6:00 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

THE WAY IT WAS - With Joe Louis on Channel 6, at 8:00 p.m.

IRONSIDE - With Don Mitchell, on Channel 3, at 9:00 p.m.

STREETS OF SAN FRANCISCO - On Channel 13, at 9:00 p.m.

MISSION:IMPOSSIBLE - With Greg Morris, on Channel 13, at 11:30 p.m.

DINAH! - With Chuck Berry, on Channel 10, at 3:00 p.m.

MIKE DOUGLAS - With Lou Rawls, on Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

MERVE GRIFFIN - With the Meracles on Channel 13, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6, at 5:30 p.m.

STAR TREK - On Channel 40, at 6:00 p.m.

BOOK BEAT - On Channel 6, at 7:00 p.m.

SANFORD AND SON - With Redd Foxx, Demond Wilson, LaWanda Page and Whitman Mayo, on Channel 3, at 8:00 p.m.

CHICO AND THE MAN - With "Sactman" Crothers, on Channel 3, at 8:30 p.m.

POLICE WOMAN - Starring Brenda Sykes, on Channel 3, at 10:00 p.m.

MERVE GRIFFIN - With Isaac Hayes, on Channel 13, at 10:00 p.m.

MISSION:IMPOSSIBLE - With Greg Morris, on Channel 13, at 11:30 p.m.

WIDE WORLD IN CONCERT - With Sly and the Family Stone, On Sly and the Family Stone, On Channel 13, at 12:30 a.m.

MIDNIGHT SPECIAL - With Chuck Berry, on Channel 3, at 1:00 a.m.

TERESA GRAVES

FRIDAY

ELECTRIC COMPANY - On Channel 6, at 5:30 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

TONY ORLANDO AND DAWN - With Telma Hopkins and Joyce Vincent Wilson, on Channel 10, at 8:00 p.m.

THAT'S MY MAMA - With Clifton Davis, Theresa Merritt, Lynne Moody, and Ted Lange, on Channel 13, at 8:00 p.m.

LUCAS TANNER - Starring Allan Abelew, on Channel 3, at 9:00 p.m.

GET CHRISTIE LOVE - On Channel 13, at 10:00 p.m.

JOHNNY CARSON - With Johnny Mathis on Channel 3, at 11:30 p.m.

MISSION:IMPOSSIBLE - With Greg Morris on Channel 13, at 11:30 p.m.

WIDE WORLD SPECIAL - Starring Redd Foxx, Richard Pryor, and Demond Wilson and others, on Channel 13, at 12:30 a.m.

SESAME STREET - On Channel 6, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

KOPYKATS - With George Kirby, on Channel 13, at 10:30 a.m.

CELEBRITY SWEEPSTAKES - With Clifton Davis, on Channel 3, at 11:30 a.m.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

NEWLYWED GAME - On Channel 13, at 2:00 p.m.

THURSDAY

SESAME STREET - On Channel 6, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

CELEBRITY SWEEPSTAKES - With Clifton Davis, on Channel 3, at 11:30 a.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

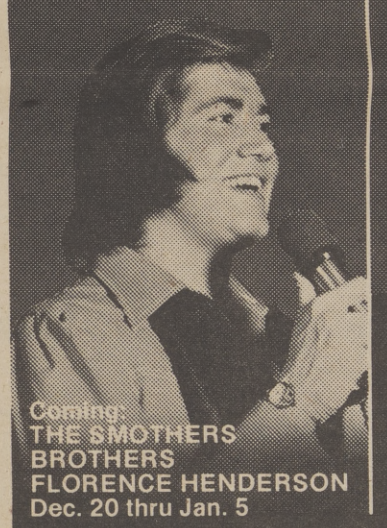
MIKE DOUGLAS - With Joe Williams, on Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6, at 5:30 p.m.

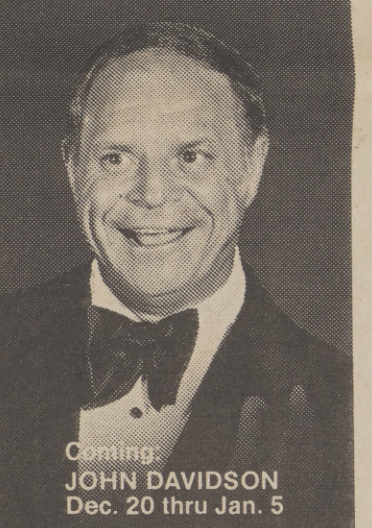
Harrah's
Hotels and Casinos

At Tahoe
WAYNE NEWTON
Thru Dec. 1



Coming:
THE SMOTHERS BROTHERS
FLORENCE HENDERSON
Dec. 20 thru Jan. 5

In Reno
DON RICKLES
Thru Dec. 1



Coming:
JOHN DAVIDSON
Dec. 20 thru Jan. 5

24-Hour, 7-day reservation service: toll free 800/648-3773
Show Times: 8:15 p.m. & 12 midnight. Seating: 6 p.m. & 11 p.m
Tahoe Sunday Show: 6 p.m. & 10 p.m.

THE URBAN LEAGUE PRESENTS:

DELORES BRYANT AND GUESTS

JERRY TIPTON of the Sacramento Black Media Association will discuss the work of the association in training and obtaining jobs for Blacks in the media.

Music will be offered by the MIXED BREED BAND

Sunday Morning 10:30

13 KOVR
McCLATCHY BROADCASTING

KMUV-TV MOVIE MARQUEE

31

Playing this week at the MUVIE HOUSE

Sun. December 1st

THE GLASS WEB
EDWARD G. ROBINSON
JOHN FORSYTHE

YANKEE BUCCANEER
JEFF CHANDLER
DAVID JANSSEN
COLOR

TOPPER
CARY GRANT
CONSTANCE BENNETT

"A" 9-11AM/1-3PM/7-9PM "B" 7-9AM/5-7PM/11P-1AM "C" 11A-1PM/3-5PM/9-11PM

Mon. December 2nd

THIS EARTH IS MINE
ROCK HUDSON
JEAN SIMMONS
COLOR

THE RAVEN
BORIS KARLOFF
BELA LUGOSI

EAST OF SUMATRA
JEFF CHANDLER
ANTHONY QUINN
COLOR

"A" 9-11AM/1-3PM/7-9PM "B" 7-9AM/5-7PM/11P-1AM "C" 11A-1PM/3-5PM/9-11PM

Tues. December 3rd

THE GREAT MAN
JOSE FERRER
JULIE LONDON

THE MOLE PEOPLE
JOHN AGAR
CYNTHIA PATRICK

RIVER LADY
YVONNE DeCARLO
ROD CAMERON
COLOR

"A" 9-11AM/1-3PM/7-9PM "B" 7-9AM/5-7PM/11P-1AM "C" 11A-1PM/3-5PM/9-11PM

Wed. December 4th

THE EASY WAY
CARY GRANT
BETSY DRAKE

DEAD MAN'S EYES
LON CHANEY
JEAN PARKER

GREAT SIOUX UPRISING
JEFF CHANDLER
FAITH DOMERQUE
COLOR

"A" 9-11AM/1-3PM/7-9PM "B" 7-9AM/5-7PM/11P-1AM "C" 11A-1PM/3-5PM/9-11PM

Thurs. December 5th

FORBIDDEN
TONY CURTIS
JOANNE DRU

SHE-WOLF OF LONDON
JUNE LOCKHART
DON PORTER

SEMINOLE
ROCK HUDSON
ANTHONY QUINN
COLOR

"A" 9-11AM/1-3PM/7-9PM "B" 7-9AM/5-7PM/11P-1AM "C" 11A-1PM/3-5PM/9-11PM

Fri. December 6th

THE REVOLT OF MAMIE STOVER
JANE RUSSELL
RICHARD EGAN
COLOR

HOUSE OF FEAR
WILLIAM GARGAN

SHOWDOWN AT ABILENE
JOCK MAHONEY
MARTHA HYER
COLOR

"A" 9-11AM/1-3PM/7-9PM "B" 7-9AM/5-7PM/11P-1AM "C" 11A-1PM/3-5PM/9-11PM

Daily TRIPLE Features
Starting Times 7 a.m., 2 p.m. & 9 p.m.

There's always a movie on MOVIE-TV KMUV ch.31

The Sacramento Observer

NOV. 28 - DEC. 4,-1974

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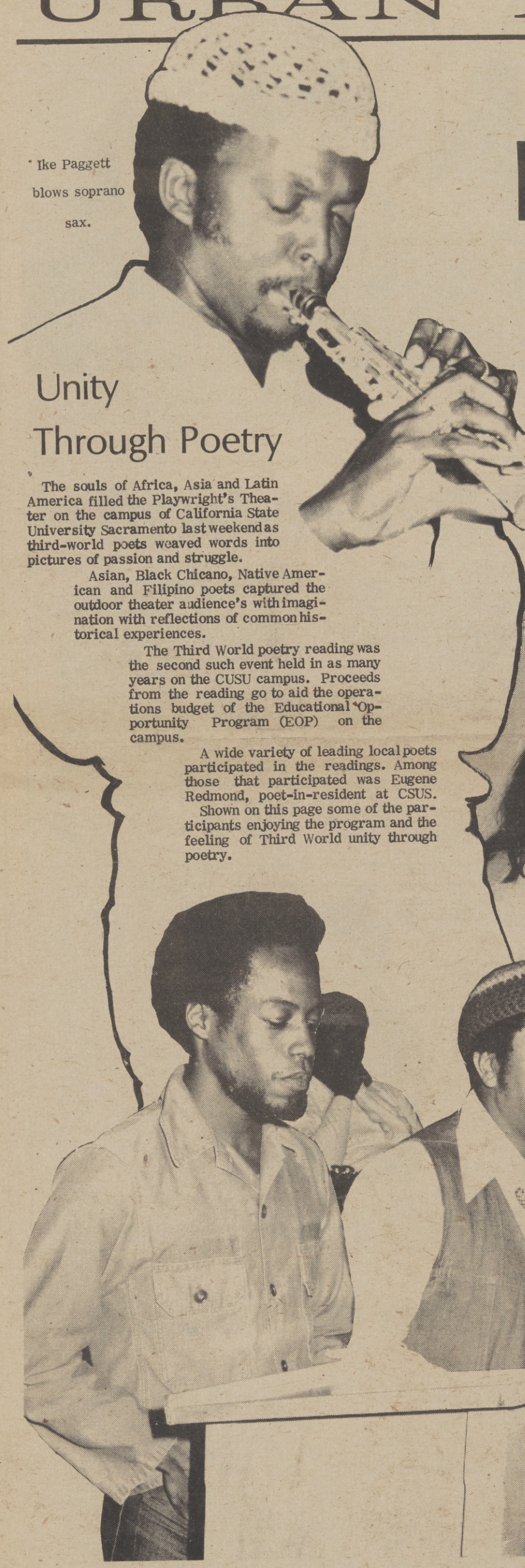
URBAN LIVING SECTION F



Ike Paggett blows soprano sax.

Readings From The Third World

Unity Through Poetry

Poets Weave Words And Music Into Pictures Of Passion And Struggle

The souls of Africa, Asia and Latin America filled the Playwright's Theater on the campus of California State University Sacramento last weekend as third-world poets weaved words into pictures of passion and struggle.

Asian, Black Chicano, Native American and Filipino poets captured the outdoor theater audience's with imagination with reflections of common historical experiences.

The Third World poetry reading was the second such event held in as many years on the CUSU campus. Proceeds from the reading go to aid the operations budget of the Educational Opportunity Program (EOP) on the campus.

A wide variety of leading local poets participated in the readings. Among those that participated was Eugene Redmond, poet-in-resident at CSUS.

Shown on this page some of the participants enjoying the program and the feeling of Third World unity through poetry.

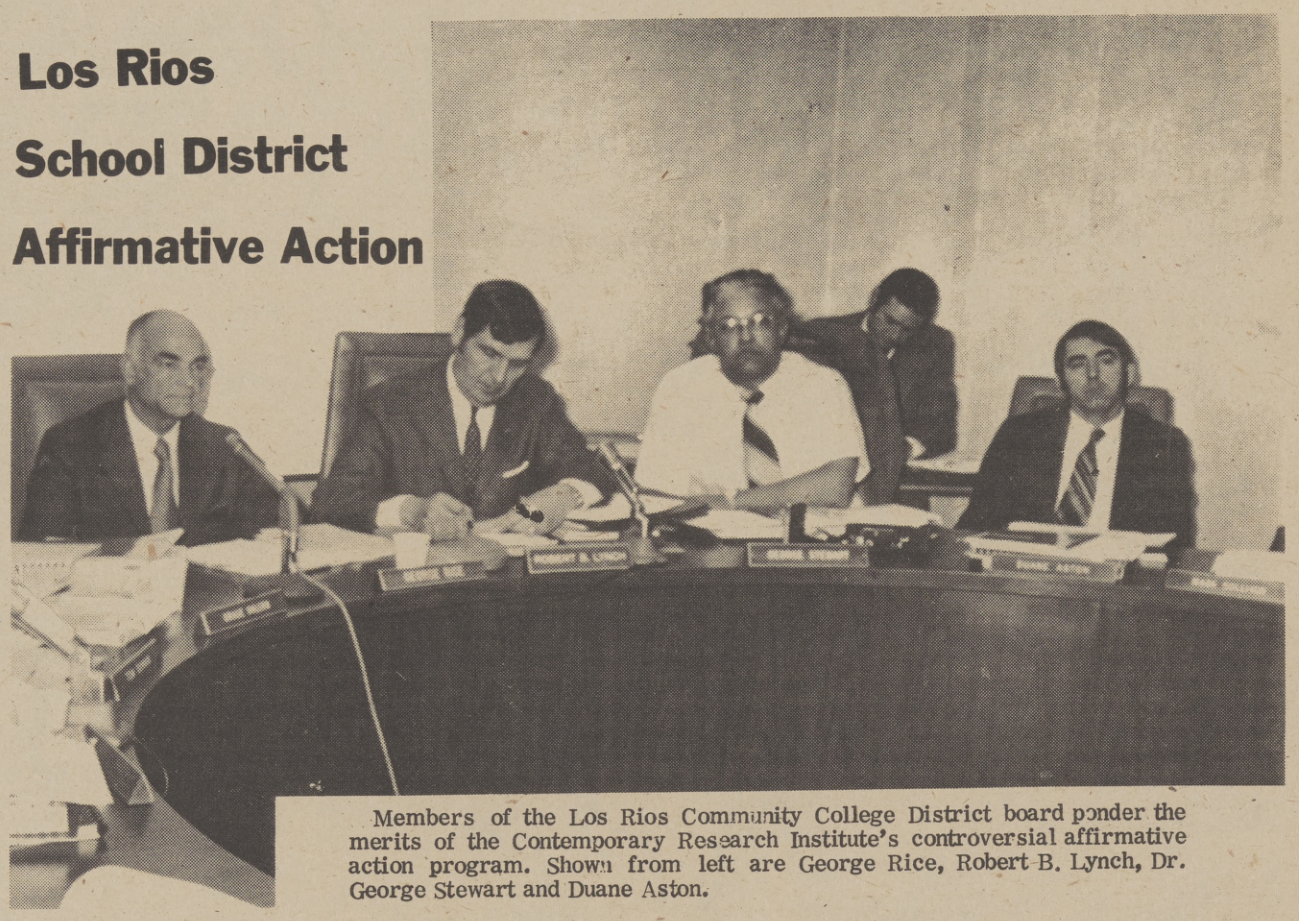
Louis Gonzalez, Keith Anderson and General Jose Montoya of the Royal Chicano Air Force all enjoy the vibes.

Bynell Wilson raps

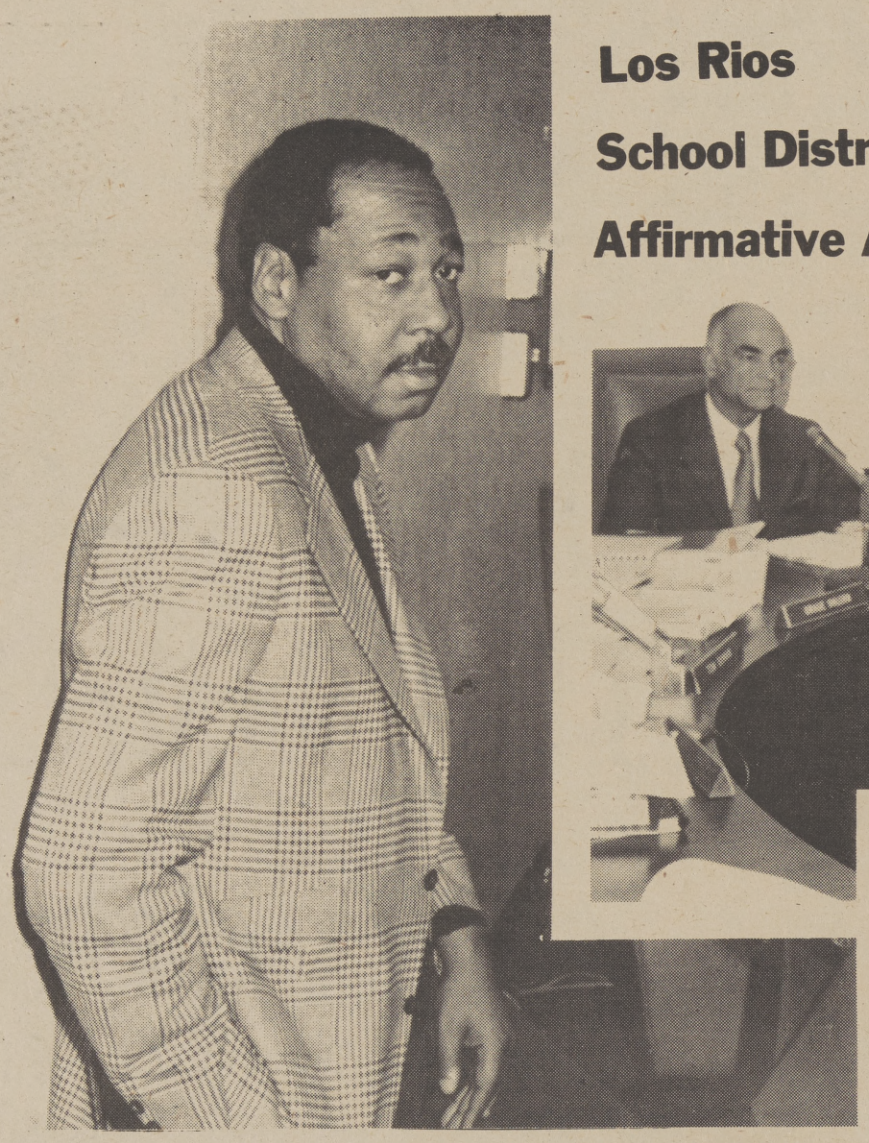
Eugene Redmond performs Black rituals

A very attentive audience.

Los Rios School District Affirmative Action



Members of the Los Rios Community College District board ponder the merits of the Contemporary Research Institute's controversial affirmative action program. Shown from left are George Rice, Robert B. Lynch, Dr. George Stewart and Duane Aston.



Contemporary Research Institute, president William McAdoo prepares to address the board concerning his firm's affirmative action program proposal.

CRI Program Accepted

The Los Rios Community College District board last week approved, after nearly two years of deliberation, a controversial $65,000 affirmative action program, submitted by the Contemporary Research Institute, Inc. (CRI) of Washington D.C.

CRI is headed by William McAdoo, who addressed the board concerning his firm's ability to construct a workable and acceptable affirmative action program for the district.

The controversial affirmative action plan has been an "information item" on the board's agenda for the last two-years. Last week the plan was listed for action.

Academic employees of the district took exception to the proposal submitted by CRI, claiming that the implementation of affirmative action would breach their academic freedom.

CRI's proposal was passed with one decenting vote after several speakers addressed the board.

"In short, unless remedial action is taken, there is a danger that dual goals of smoothly functioning system an ethnically balanced staff may be in conflict with one another, in that action which advances one goal may be detrimental to the other," warned a passage from CRI's proposal.

The CRI proposal calls for a comprehensive affirmative action program effecting the district's three junior colleges campuses. At present each college has taken on the responsibility of solving the problems of affirmative action.

Los Rios Community College District administrator Ms. Leadie Clark waits for the board's decision.

Franz Griege addresses the board, stressing the need for the district to adop a formal and comprehensive affirmative action program.

Vets - Save Money

Veterans not currently enrolled in college, but plan on attending the spring semester, may aviod delayed payments of benefits by completing an application for "Advance Payment."

Chuck Nelson, veterans coordinator at Sacramento City College, said "The advance payments work this way. The veteran applys for education payments before the start of school. The Veterans Administration then processes the application and sends the school the veterans check for two months of entitlements in one lump sum."

When the veteran registers at the school and the Veterans' Center confirms the enrollment, the check is turned over to the student.

This procedure avoids the wait of six to eight weeks to receive the educational benefits.

Don't be a victim of late registration; sign up now and aviod the delay.

For further information, call the Veterans' Center, Sacramento City College at 449-7591.

UCD Gets Medical Grant

The University of California, Davis, School of Medicine is the recipient of a $52,751 award from the California Regional Medical Program to establish a center for juvenile rheumatoid arthritis at the Sacramento Medical Center.

Under the original provisions of the legislation, the Regional Medical Programs were created to help eradicate such major diseases as cancer, stroke, and heart-lung disease.

Arthritis was added to this list of target diseases and under this impetus, the program for this Juvenile Rheumatoid Arthritis Center was proposed and selected as one of top priority.

Dr. James J. Castles, Jr., Director of this Center and Chief of the Section of Rheumatology for the School of Medicine, states that during the past year, 15 per cent of his patients have been in the juvenile rheumatoid arthritis (JRA) category. JRA primarily strikes two age groups: children under five and those between the ages of 10 and 15. By definition, 16 is the cutoff age for this disease.

Sheriff Lowe Hosts Seminar

Sacramento County Sheriff Duane Lowe will host the second annual Jail Management Seminar to be held at the Woodlake Inn from December 2 through December 6, 1974.

This national conference is the second one to be hosted by the Sacramento Sheriff's Department and last year it attracted over 400 participants from 28 states. A much greater representation is expected this year.

The seminar will feature over 15 major topics dealing with jail management problems and professionalization of jail management administrations.

Tow speakers will be featured during the conferences. W.J. Estelle, Jr., Director of the Texas State Department of Corrections; and Sheriff T.L. Baker, of Amarillo, Texas, will speak and conduct workshops on the major problems they were faced with in their respective institutions this past year.

For registration information, contact Harold V. Guerin, Chief Deputy, Sacramento Sheriff's Department, (916) 441-3441, extension 343.

A 'Pied Piper' For The March of Dimes

WHITE PLAINS, N.Y. -- Oscar "Rocky" Donahue III of Kansas City, Mo., was named National Outstanding Youth Ambassador today by The National Foundation-March of Dimes.

"Rocky is the 'Pied Piper' of all March of Dimes youth volunteers," said Louise Roy, director of youth activities. "He has a lot of energy, drive, and commitment where the March of Dimes is concerned and it's contagious."

Through his enthusiasm, many more young adults have caught the March of Dimes action bug in Kansas City and surrounding areas. But his influence has also been nationwide. Since returning from a March of Dimes national youth conference last year, he has kept in touch with youth volunteers across the country on projects aimed at prevention of birth defects.

In addition to keeping March of Dimes youth in motion, Rocky has given a lot of time to getting support from other youth organizations.

An honor student, Rocky earned a full four-year scholarship to Baker University in Baldwin City, Kans. He was also named Vice-Student Mayor and Outstanding Senior in Kansas City.

OSCAR DONAHUE

Criminal Justice Convention

Governor Ronald Reagan announced the convening of the Governor's Conference on Criminal Justice to be held in Sacramento on December 2, 3, 4, 1974.

The keynote speaker will be United States Attorney General William Saxbe.

The conference will be held at the Sacramento Earl Warren Convention Center at 14th and K Streets.

The conference is the culminating event of a six month effort by 467 Californians who served on 17 advisory committees to recommend a series of policy goals and performance standards to get all the parts of the state's criminal justice system working together.

"During the eight years of this administration, we have worked hard to bring about a coordinated effort by all of the state's criminal justice agencies to reduce crime through improvements in the criminal justice system," Governor Reagan said. "We found there was no set of guidelines which would insure that all the various parts of the system were working towards the same goals and using compatible methods.

"Project Safer California was launched earlier this year, under the direction of the Office of Criminal Justice Planning, to establish that set of guidelines.

"Seventeen advisory committees met during the summer and fall and have recommended more than 500 standards and goals covering all aspects of the criminal justice system. These recommendations will be presented publicly at the Governor's Conference on Criminal Justice."

The Information Office of the Office of Criminal Justice Planning, 7171 Bowling Drive, Sacramento, California 95823, telephone (916) 322-5886, will handle public information and press information for the Governor's Conference.

Each advisory committee chairman will present the recommendations of that committee.

In addition to Saxbe, State Attorney General Evelle, J. Younger, Los Angeles Police Chief Edward Davis, and Richard Velde, administrator of the law enforcement assistance administration in Washington, D.C. will address the conference.

Camellia Festival Entries Available

Flyers announcing the 21st annual Camellia Festival Parade are being distributed to prior participants and Sacramento area youth organizations.

Entry forms and float construction guides will be available January 6 at the City Recreation and Parks Department, 3520 - 5th Avenue, and at the Camellia Festival Association office, 724 J Street, Room 101.

The parade is set for March 8 in downtown Sacramento. Don Monte, parade chairman, said awards for floral float entries will be presented in the following divisions: children's, youth organizations and school groups, international, civic groups and clubs, and junior and senior high school student body groups.

Float construction workshops are scheduled for 7:30 to 10 p.m. January 21 at Jonas Salk School and January 23 at Sam Brannan Junior High School.

Hypertension Help In Sacramento

The Sacramento Black Health Alliance has a Hypertension and Weight Control Clinic every Saturday from 11 am -- 3 pm.

The clinic is located at the Del Paso Neighborhood Center, 811 Grand Avenue.

The Sacramento Black Health Alliance is a group of concerned medical students and health professionals who have united for the purposes of serving the community.

SBHA is partically funded by the Department of Family Practice, UCD School of Medicine.

The group recognizes Hypertension as being a major health problem within the Black community. Approximately 24 million Americans are effected by the disease. It has been found that a substential number of these individuals are not aware of Hypertension and the effects of the disease. For this reason, Hypertension is the group's target.

Michael Brodie's Chairman of the group.

For more information please contact: Bettya Watson at 392-5434 or 422-3820. Or you may write: Sacramento Black Health Alliance, P.O. Box 5391, Sacramento, CA 95817.

RODNEY RAPS

MAN OF THE YEAR . . . Rodney Allen Rippy, right, UNICEF Man of the Year, looks over a selection of UNICEF stamps with Henry Blankfort of Stamp Expo '74, that will be part of the worldwide collection of UNICEF stamps being exhibited for the first time in San Francisco at the exposition being held at the St. Francis Hotel, from November 29 to December 1, declared STAMP EXPO DAYS by Mayor Joseph Alioto.

The Management and Employees of JUMBO MARKETS extend Warmest Holiday Greetings to All Our Friends and Customers and the Wish that you will have a HAPPY

THANKSGIVING

Where Shopping Is A Pleasure

JUMBO DISCOUNT SUPER MARKETS

• 24th STREET and FLORIN ROAD • POWER INN and FLORIN ROADS
• 2711 EL CAMINO near FULTON • 35th AVE. and SOUTH LAND PARK DRIVE
• 1055 NORTH FIRST STREET, Dixon

PRICES ALSO EFFECTIVE at JUMBO in DIXON

THANK YOU FOR SHOPPING AT YOUR INDEPENDENT GROCERY STORE

Norbest Finest Young Broadbreasted "Tender-Timed" USDA Grade A Self-Basting

Tender-Timed Turkey

FRESH TURKEYS

HENS 8 to 16 lb. avg. — **65¢ lb.**

TOMS 16 to 24 lb. avg. — **62¢ lb.**

Norbest Finest Young Broadbreasted "Tender-Timed" USDA Grade A Self-Basting

FRESH FROZEN TURKEYS

HENS 8 to 16 lb. avg. **TOMS** 16 to 24 lb. avg.

49¢ lb.

HOLIDAY SPECIALS!

Kraft Famous
- PHILADELPHIA CREAM CHEESE 8 oz. pkg.
- Kraft Famous JAR CHEESE 5 oz. jar
- Jumbo's Own Finest PARTY DIPS
- Lascco Finest SHRIMP COCKTAIL 4 oz.

All Flavors 8 oz.

YOUR CHOICE **39¢ ea.**

Dubuque Finest Lean Mild Cured **CANNED HAM** 5 LB. CAN **$5.98 EACH**

Galileo Finest 8 oz. **ITALIAN DRY SALAMI CHUBS** Reg. $1.49 **$1.29 ea.**

Ocean Beauty Brand **OYSTERS** 8 OZ. JAR **98¢ ea.**

SACRAMENTO'S LARGEST SELECTION OF TURKEYS

WE ARE ALSO FEATURING:

- Swift's Premium BUTTERBALL
- Armour's GOLDEN STAR
- SMOKED TURKEYS
- Armour's SELF-BASTING
- Armour's STUFFED TURKEYS
- Armour's JUNIOR TURKEYS

Goehring Victor Brand Finest Dry Mild Cured **HAM**
SHANK PORTION **87¢ lb.**
WHOLE OR BUTT PORTION **98¢ lb.**
CENTER SLICES **$1.49 lb.**

USDA Choice Extra Value Trimmed **STEAKS** • PORTERHOUSE • T-BONE • CLUB • SIRLOIN SEMI Boneless **$1.79 lb.**

USDA Choice Extra Value Trimmed **STANDING RIB ROAST** **$1.37 lb.**

USDA Choice Lean All Meat **BEEF ROAST** BRISKET OR HEEL OF ROUND **$1.29 lb.**

UADA Choice Lean Boneless Rolled **X-RIB ROAST** **$1.37 lb.**

USDA Choice Well Trimmed **CHUCK** **87¢ lb.**

Finest Whole Hog **JIMMY DEAN SAUSAGE ROLLS** 12 oz. **89¢ ea.**

Jumbo's Own Finest Mild Cured **SLICED BACON** 1st Grade **$1.09 lb.**

Jumbo's Regular—Any Size Pkg. **GROUND BEEF** **69¢ lb.**

Great Northern Center Slices **HALIBUT STEAK** **$1.29 lb.**

ALSO FEATURING: Armour's PARTI STYLE HAM; Hormel's Boneless CURE '81' HAM

Armour's Star Finest JUMBO VALUES! All Meat or All Beef **WIENERS** 12 OZ. PKG. **59¢ ea.**

Reg., Beef, Thick or Garlic **SLICED BOLOGNA** 12 OZ. PKG. **89¢ ea.**

SMOKIE LINKS 12 OZ. PKG. **89¢ ea.**

PIE CRUST STICKS	Betty Crocker 11 oz.	49¢	EVAPORATED MILK	Carnation 13 oz.	31¢	NONE SUCH MINCE MEAT	Borden's 28 oz. $1.19
HOT ROLL MIX	Betty Crocker 13½ oz.	49¢	PEAR HALVES	Made-Rite 29 oz.	69¢	MINCED CLAMS	Snow's 8 oz. 49¢
CROUTETTES	Kellogg's 7 oz.	49¢	CRAN-APPLE JUICE	Ocean Spray 48 oz.	85¢	WHOLE OYSTERS	Bumble Bee 8 oz. 59¢
WLNT. BROWNIE MIX	Pillsbury 23 oz.	89¢	MARSHMALLOW CREME	Kraft 7 oz.	39¢	TINY SHRIMP	Bumble Bee 4½ oz. 79¢
BUNDT CAKES	Pillsbury 23 oz.	97¢	CONDENSED MILK	Eagle Brand 14 oz.	54¢	TOPPING MIX	Dream Whip 7 oz. 89¢
POULTRY SEASONING	Schilling's ¾ oz.	27¢	CORN CHIPS	Laura Scudder's 10 oz.	55¢	DINNER NAPKINS	Crown Linen Soft 50 ct. 49¢
VANILLA EXTRACT	Schilling's 2 oz.	49¢	B.B.Q. CORN CHIPS	Laura Scudder's 9 oz.	55¢		

SHOP EARLY! CLOSED THANKSGIVING DAY

"JUMBO EXTRA VALUE" Prices Effective thru Dec. 3rd.
STOREWIDE DISCOUNT SHELF PRICES EFFECTIVE EVERY DAY!

More "JUMBO EXTRA VALUES"

Ocean Spray CRANBERRY SAUCE Jellied or Whole 300 **33¢**

Lindsay Medium RIPE PITTED OLIVES 300 **39¢**

Nabisco SNACK CRACKERS All Varieties PKG. **59¢**

Reynold's HEAVY DUTY FOIL 18"x25' **59¢**

Libby's **SOLID PACK PUMPKIN** 29 oz. **33¢**

Princella **YAMS** 2½ **59¢**

BISQUICK Biscuit Mix 40 oz. **83¢**

Cascade DISHWASHER DETERGENT 35 oz. **83¢**

Pledge FURNITURE WAX 7 oz. **87¢**

COMING SOON! Just in time for CHRISTMAS

Another JUMBO DISCOUNT SUPER MARKETS
Folsom Blvd. at Manlove Road
Just East of Watt Avenue

FROZEN FOODS ½ GAL. **99¢**

ORANGE JUICE TreeSweet 6 oz. **25¢**

REAL WHIP TOPPING	10 oz.	49¢
COOL WHIP TOPPING	9 oz.	53¢
MINCE OR PUMPKIN PIE	Johnston's 36 oz.	$1.15
PEPPERONI OR SAUSAGE PIZZA	Arriverderci 19 oz.	$1.09
IMITATION SOUR CREAM	Imo pt.	43¢

Large Crisp Utah Type **CELERY** 2 FOR **39¢**

No. 1 Velvety Red Garnet **YAMS** 2 LBS. **39¢**

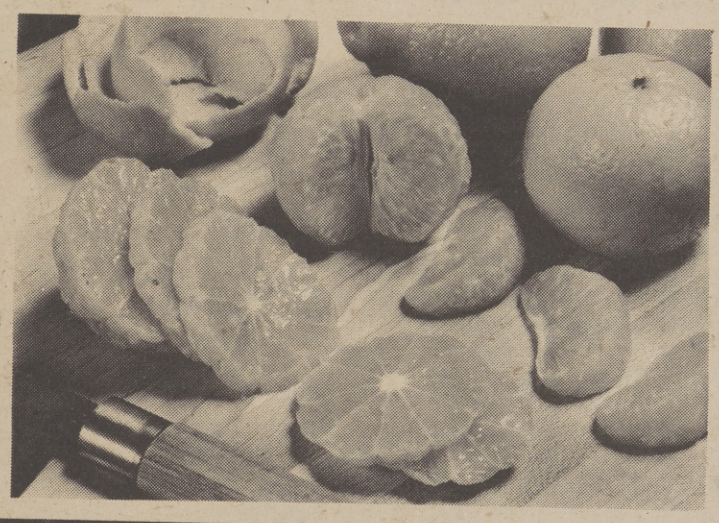
Young Tender **BROCCOLI** BUNCH **39¢**

Calavo Large Thin Skin Fuerte **AVOCADOS** 3 FOR **99¢**

Washington Extra Fancy Starking Red Delicious **APPLES** 4 LBS. **99¢**

U.S. No. 1 Idaho or Oregon Russet **POTATOES** Your Choice 10 LBS. BAG **69¢**

Fresh Grapefruit



The Sacramento Observer
WEEKLY
Food
SECTION

Articles on ways to meet the high cost of living suggest, among other things, to buy fresh fruits and vegetables only when they're in season because they are less expensive. That's good advice, and good news for lovers of fresh grapefruit.

Fresh grapefruit from California and Arizona is "in season" the year 'round, guaranteeing stable prices that are within reach of the most cautious budgets.

Western - grown grapefruit are a bit different from grapeflavor . . . Delicious "as is" without sugar, salt or other common additions . . . Excellent in a calorie-counting diet . . . Versatile for use in all types of recipes, from breakfast to main dish to dessert . . . Thick-skinned so that shells fruit grown in other parts of the country. And once you recognize the advantages, you will think twice about switching. Western grapefruit are: Available every month of the year . . . Almost flawless, with firm, smooth skins . . . Tart, with old-fashioned tangy Western

(Continued on Page F-8)

Getting Smart

BY WALTER L. SMART
Executive Director
National Federation of Settlements
and Neighborhood Centers

Minorities Hurt

With the economy going downhill every day, it is of particular concern to note that the poor, especially the Blacks and other minority groups in the nation, are suffering the most from inflation and unemployment.

The longer both inflation and unemployment last the greater will be the degree of social inequity.

According to the current Population Survey, about 23 million persons last year were below the proverty level, comprising 11 percent of the total United States population. Of this figure, 7.4 million persons were Black. Unemployment rates in proverty areas averaved 5 percent, compared with 4.6 in non-poverty areas.

It is also significant to note that although Blacks account for nearly one-third of the poverty areas of population, they represent 50 percent of the unemployed and discouraged worker groups. Moreover, the unemployment rates for poverty area Blacks, who are more likely to live in urban centers, experienced an unemployment rate of 7.5 percent in non-poverty areas.

The economic discomfort index now has been the highest since the end of the depression. Now if the government tries to fight inflation by cutting payments for Medicaid, Medicare, Manpower training, low-income housing, and aid to education, it will ony be transferring the burdens of inflation to the low-income group, who as it is, are already the hardest hit.

SEEDED PASTRY WEDGES

Prepare 1 package (10 oz.) piecrust mix according to package directions. Divide in half and shape in balls. Roll one between 2 sheets of waxed paper, turning several times, to form a 10" circle. Remove one sheet of waxed paper and flip dough onto cookie sheet. Pull off other sheet of waxed paper. Smooth outside edge of dough with fingertips to make a more perfect circle. Cut with pastry wheel or floured knife in 12 wedges. Sprinkle with sesame, caraway or poppy seed (or some of each) and press in. Bake in preheated 425 degree oven 8 to 10 minutes, or until lightly browned. Good warm.

CHEESE PARTY WEDGES: Follow above directions for rolling and cutting dough, using remaining half. Bake 8 to 10 minutes, or until very lightly browned. Sprinkle wedges generously with finely shredded sharp Cheddar cheese, then sprinkle lightly with seasoned salt. Bake a minute longer. Sprinkle with paprika.

OPEN - FACED SANDWICHES

Spread slices of white bread with mayonnaise and cut in quarters. Top with a few very thin slices cucumber or radish. Sprinkle with salt and paprika.

Spread slices of bread with softened cream cheese. Top with chopped black and stuffed olives, pressing slightly into cheese. Cut in triangles.

ORANGE NUT BREAD

2-1/2 cups flour
3 teaspoons baking powder
1 cup sugar
1 teaspoon salt
1/4 cup vegetable shortening
1 egg
3/4 cup milk
1/4 cup orange juice
2 tablespoons grated orange rind
1 cup chopped walnuts or pecans

Combine flour, baking powder, sugar and salt in bowl and stir with fork to mix. Cut in shortening with pastry blender or fork. Beat egg slightly with fork and stir in milk, orange juice and rind. Add to dry ingredients, stirring only enough to dampen. Gently stir in nuts. Pour into greased 9x5x3" loaf pan, spreading to corners and leaving a slight depression in center. Let stand 20 minutes. Bake in preheated 350 degree oven 55 to 60 minutes. Let stand 5 minutes, then turn out on rack to cool. Wrap and store overnight before slicing.

NOTE: Good with softened cream cheese.

CINNAMON NUT BISCUITS

1/4 cup sugar
1/4 cup chopped walnuts or pecans
1/2 teaspoon cinnamon
2 cups buttermilk baking mix
1/2 cup cold water
3 tablespoons butter or margarine, melted

Mix sugar, nuts and cinnamon and set aside. Prepare mix according to package directions, using the cold water. Shape in ball and put on lightly floured waxed paper. Press down slightly, then cut in 12 pieces. Shape each in ball, roll in melted butter, then in sugar mixture. Arrange in 8" round layer-cake pan, pressing down slightly. Bake in preheated 400 degree oven 15 minutes, or until lightly browned and done. Serve warm.

WAFFLE SNACKS

Toast frozen waffles in toaster or boiler and spread with one of the following:

Peanut butter and a little red jelly;

Softened cream cheese, apple butter;

Cream cheese mixed with drained crushed pineapple. Sprinkle with a little coconut;

Softened cream cheese. Top with applesauce and cinnamon.

PRALINE TOAST

3 tablespoons butter or margarine
1/2 cup pakced light brown sugar
2 tablespoons evaporated milk
1/3 cup chopped pecans
6 slices firm white bread

Melt butter in small saucepan. Remove from heat and stir in sugar, milk and pecans. Toast bread under broiler on one side

Poor Must Watch Nutrition

WASHINGTON - Low income families must learn more about the nutritional value of foods, says Dr. Moragne, head of the U.S. Agriculture Department's nutrition education and training program.

Today's high food prices make it necessary to know foods that contain no nutritional value from those with a high nutrient content, she says.

Dr. Moragne (pronounced More-rain-knee) co-author of Focus on Food, a junior high school nutrition textbook, said:

"More people should take advantage of the food assistance programs available from the Department of Agriculture -- the food stamp, school lunch and the school breakfast programs. Many don't know what is available to them. They should find out the eligibility requirements. For instance, they should understand that you don't have to be on welfare to participate in these programs."

Dr. Moragne urged parents to buy nutritious foods -- meats, eggs, fish and poultry; milk and other dairy products; fruits and vegetables; breads and cereals, rather than non-nutritious luxury items.

"Some people buy a lot of non-food items at the supermarket," she said, "such as magazines, toys, cosmetics, children's clothes -- and then go to the checkout counter and complain about the high cost of food."

The nutritionist said that the amount of money paid for "convenience" should also be watched.

"If the potatoes are peeled and sliced, if the corn is off the cob you pay for this service -- and you pay dearly. The food buyer has to pay labor costs for this preparation," Dr. Moragne explained.

She called on parents to resist high pressure sales and to make their own purchasing decisions. "More people should think about the principles and psychology of advertising and they would know that it's not necessary to rush out and buy every new name brand you hear or read about," she said.

Dr. Moragne who holds three college degrees, began work in her field as a tray girl at the Evanston, Ill., Community Hospital while a junior high school student. After completing a dietetic internship, she became chief dietitian there.

She earned her B.S. degree in foods and nutrition from Iowa State University, her master's and doctorate degrees at Cornell. Dr. Moragne taught at the college level and worked with General Foods in White Plains, N.Y., before joining the Agriculture Department.

Recently, she and her brother, Dr. Rudolph Moragne, a Chicago gynecologist, co - authored a book titled "Our Baby's Early Years." It is a medical health guide and record book for parents.

Dr. Moragne has traveled extensively in Europe, Central America and West Africa, but now spends most of her time in Washington, where she resides with her husband, Jack Champion.

When time permits, she likes to get back to "a long time hobby of mine, refinishing old furniture."

PG & E Warns:

Reduce Holiday Lights

The halls of Pacific Gas and Electric Company offices and service centers will be decked with holly and other appropriate ornamentation this coming holiday season. But the decorations this year, like last, will contain neither sparkling lights nor other electrically driven gear, says the utility.

"We are in a less critical energy supply situation now than we were a year ago at this time," said Joseph Y. De Young, PG&E vice president of commercial operations. "Our outlook for fuel for electric generation in 1975 is more optimistic than it was for 1974, before we experienced a warm winter and an exceptional hydroelectric year. As a result, the California Public Utilities Commission, several months ago temporarily lifted its restrictions on decorative lighting.

"Nevertheless," De Young continued, "PG&E has not secured under contract all of the fuel oil we will need in 1975. Wise and efficient use of energy continues to be not only desirable but necessary to stretch available resources. One visible means PG&E will employ to reflect this continuing 'conservation ethic' will be non-illuminated holiday displays at all company facilities."

PG&E encourages persons planning traditional lighted holiday displays to do so with conservation in mind, De Young observed. This can be achieved by reducing the number and size of lights and the hours they are on. Small "twinkle" tree lights, for instance, add a festive touch, yet consume less electricity than regular size Christmas lights.

In addition, lighting can be reduced elsewhere in homes and businesses to compensate for the energy used for holiday decorations, De Young suggested.

Thanksgiv
Bake-Of
Raley's SUPERMARKETS
B
Grade A
Sunnyview Farms Premiu
FRESH TURKEYS
All premium quality birds with super-sized breasts and large, ex
meaty thighs and drumsticks. "Pop-Up" cooking guage in each
TOMS 16 to 24 lbs. 65¢ lb.
HENS 10 to 16 lb 69
We carry a wide variety of poultry specialty items: Ducklings, Geese, Turkey Roasts, Breasts, Drumsticks and more. Serve your favori
SHOP AND SAVE
Coffee Maxwell House 2 lb. can, reg. 2.19 ... 1.99
Cool Whip 9 oz. reg. 69c. ... 55¢
Butter Dari Valley, 1 lb. reg. ... 84¢
Whip. Cream Knudsen, ½ pt. reg. 42c ... 39¢
Cran. Sauce Cranberry 300 Can whole/strain. reg. 39c 33¢
Asst. Pies Johnson Appl/Pump/mince, 36 oz. 9" reg. $1.38 ... 1.19
All Jumbo (30c off label) reg. $2.90 ... 2.69
Mixers Canada Dry, asst. flav. 28 oz. 4 FOR $1
RALEY'S BO
YAMS 59¢
FURN. WAX 95¢
SNACKS 63¢
FOIL 59¢
KETCHUP 67¢
LYSOL 1.95
MARSH. 39¢
MARGARINE 65¢
OLIVES 49¢
DRESSING 49¢
CASCADE 89¢
MARGARINE 75¢

sgiving

ke-Off

only. Turn, spoon mixture on untoasted side and spread to cover. Broil until bubbly and hot, taking care not to burn, 1 to 2 minutes. Cut in quarters with scissors. Serve warm or cold.
Makes 24.

BROWN-EDGE SUGAR COOKIES
1/2 cup butter or margarine
3/4 cup sugar
1 egg
1/2 teaspoon vanilla
2 tablespoons milk
1-1/4 cups flour
1/4 teaspoon salt
1/4 teaspoon baking powder

Cream butter until light and fluffly, then beat in sugar and continue creaming. Beat in egg and vanilla. Stir in milk, then add flour mixed with salt and baking powder and mix well. Drop by teaspoonfuls onto greased cookie sheets about 2" apart. Bake in preheated 350 degree oven 10 minutes, or until edges are lightly browned. Remove at once to rack to cool.
Makes about 3 dozen.

CHOC - OAT-WHEAT DROPS
1/2 cup butter or margarine softened
1/2 cup packed light brown sugar
1/4 cup sugar
1 egg
1 teaspoon vanilla extract
2/3 cup whole-wheat flour
1/4 teaspoon salt
1/2 teaspoon baking soda
1 cup quick-cooking rolled oats
1 cup semi - sweet chocolate pieces
1/2 cup chopped nuts
1/2 cup raisins

Cream butter and sugars, add egg and vanilla and beat until fluffly Mix flour with salt and soda. Stir into creamed mixture, blending well. Add remaining ingredients. Drop by teaspoonfuls onto greased cookie sheets. Bake in preheated 375 degree oven 10 to 12 minutes, or until golden. Remove at once from pan and cool on rack.
Makes about 3 dozen.

DATE-NUT DROP COOKIES
1/2 cup butter or margarine, softened
1/3 cup packed light brown sugar
1/3 cup granulated sugar
1 egg
1/2 teaspoon vanilla
1 teaspoon coffee or warm water
1 cup plus 2 tablespoons flour
1/4 teaspoon baking soda
1/4 teaspoon salt
1/2 cup chopped pecans or walnuts
1/2 cup cut-up dates

Cream butter and sugars, add egg and beat until light. Add vanilla and coffee. Gradually stir in flour mixed with soda and salt. Stir in nuts and dates. Drop by teaspoonfuls onto greased cookie sheets about 2" apart. Bake in preheated oven 375, degrees 10 minutes, or until edges are lightly browned. Cool on rack. Makes about 26 large cookies.

GINGER CRISPS
3/4 cup solid white vegetable shortening
1/2 cup molasses
1 egg
2-1/4 cups flour
1-1/2 teaspoons baking soda
1 teaspoon cinnamon
1/2 teaspoon ginger
1/8 teaspoon cloves
1/4 teaspoon salt

Cream shortening and 3/4 cup sugar until light and fluffly. Add molasses and egg and beat well. Combine dry ingredients and mix with fork. Stir into creamed mixture, mixing well. Chill 2 hours. Shape in 1" balls, then roll in sugar. Put on greased cookie sheets and bake in preheated 375 degree oven about 12 minutes.
Makes about 4-1/2 dozen.

BUTTERSCOTCH COOKIES
1/2 cup butter or margarine, softened
1 cup packed light brown sugar
1 egg
1 teaspoon vanilla extract
2 cups flour
1/2 teaspoon baking soda
1/2 cup coarsely chopped walnuts

Cream butter and sugar well. Add egg and vanilla and beat until creamy. Stir in flour mixed with soda, add nuts, mixing with hands if necessary. Pack in 9x 5x3" loaf pan lined with waxed paper. Chill overnight or longer. Slice about 1/4" thick and put on ungreased cookie sheets. Bake in 400 degree oven about 8 minutes.
Makes about 3 dozen.

LEMON - CARAWAY COOKIES
1 egg
1 cup sugar
2 tablespoons lemon juice
2 teaspoons caraway seed
1/2 cup butter or margarine, softened
2-1/2 cups flour
1/2 teaspoon baking soda
1/4 teaspoon salt

In small bowl of electric mixer, beat egg until foamy, then gradually beat in sugar. Add lemon juice, caraway seed and butter and stir just until blended. Gradually stir in flour mixed with baking soda and salt. Shape in 2 rolls about 1-1/2" in diameter. Then roll in waxed paper. Chill overnight, or longer if preferred. Slice thin and put on ungreased cookie sheets. Bake in preheated 400 degree oven 7 minutes or until edges are lightly browned. Remove at once and cool on racks.

BIG SALE ON HOLIDAY POULTRY!

Farms Premium TURKEYS
...th super-sized breasts and large, extra-..."Pop-Up" cooking guage in each bird.
HENS 10 to 16 lbs 69¢ lb.

HONEY-SUCKLE TURKEYS — Fresh Frozen Grade A. Tender and meaty. HENS 10 to 14 lbs. lb 85¢ TOMS 16 to 22 lbs. lb. 73¢
BUTTER-BALL TURKEYS — Swift's Fresh Frozen, Grade A, Delicious. HENS 10 to 14 lbs. lb 79¢ TOMS 16 to 20 lbs. lb. 69¢
GOLDEN STAR TURKEYS — Armours Flavorful Fresh Frozen Grade A Birds. HENS 10 to 16 lbs. lb 75¢ TOMS 18 to 22 lbs. lb. 69¢
OIL BASTED TURKEYS — Armour Star Fresh Frozen Grade A Meaty Beauties. HENS 10 to 16 lbs. lb 75¢ TOMS 18 to 22 lbs. lb. 69¢
CORNISH GAME HENS — Checkerboard Farms Rock Cornish Beauties. Jumbo 22 oz. size birds. Tender, Flavorful, Premium Quality and economical, too. ea. 98¢
ARMOUR STUFFED TURKEYS — Armour Star Stuffed with Pepperidge Farms Dressing. Fresh Frozen, Grade A. Plump Meaty Birds. 6 to 10 lbs. lb. 75¢
LITTLE Rotisserie TURKEYS — Armour Star Petite, Fresh Frozen Beauties. All Grade A. Perfect for the Rotisserie 7 to 9 lb. size. lb. 75¢
C & K SMOKED TURKEYS — Sweet, Hickory Smoked Birds. Ready to Eat or Heat and Serve. A delicious delicacy. 9 lb. average. lb. 1.29

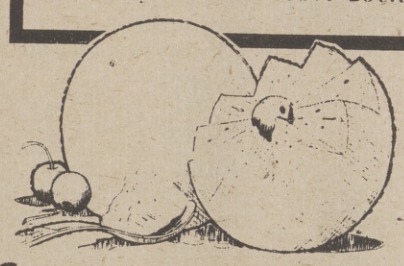
Grade "A" Premium Quality NORBEST TURKEYS
These are all Top Quality frozen birds. Grade A . . . well-rounded, full bodied, loaded with tender meat. With cooking gauge.
TOMS 16 to 24 lbs. 45¢ lb. HENS 8 to 16 lbs. 49¢ lb.

STANDING RIB — Center Cut Midwest Corned Beef Roast lb. 1.49
SAUSAGE ROLLS — Bird Farm Brand Mild or Sage, 12 oz. package ea. 89¢
BEEF RIB STEAK — Center Cut Midwest Corn fed Steakhouse Beef lb. 1.69
BONELESS RIB STEAK — Center Cut Midwest Corn fed Steakhouse Beef lb. 1.89
GROUND CHUCK — Ground Fresh from 100% Beef Chucks only Fresh Frozen 3 lb. Chub LB. 98¢
ROUND STEAK — Full Cut Bone-In Midwest, Corned Steakhouse Beef LB. 98¢
BONELESS RUMP ROAST — Midwest Corned Steakhouse Beef Roast Fantastic Flavor! lb. 1.59
CHICKEN FRY STEAK — Or Tea Round Steak Both Boneless Midwest Corned Beef lb. 1.79

Sirloin Tip — Boneless Steak Midwest Corned Steakhouse Beef lb. 1.89
Sirloin Tip — Boneless Roast Midwest Corned Steakhouse Beef lb. 1.79
Cream Cheese — Knudsen Spread Delicious 'n Creamy 8 oz. package ea. 49¢
King Crab — Delicious Alaskan Legs and Claws lb 1.98
Fresh Oysters — Delicious Pacific Variety - Fresh and Meaty 8 oz. Jar ea. 98¢
Med. Prawns — Wonderful Meaty Flavor 26 to 30 per pound lb. 2.59
Snow Crab — Alaskan Variety Thick, Meaty Sections 1 lb. 98¢
Shrimp Meat — Boneless Broken Colored A Pieces lb. 2.98

de variety ecialty items: eese, Turkey ts, Drumsticks rve your favorite!

Closed Thanksgiving Day Thursday — November 28th



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Trash Bags	1.25	Seasoning	35¢
Lipton Tea	1.39	Nutmeg	59¢
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Cocktail	79¢	Crust Stix	99¢
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Cabbage	56¢	Max. House	1.24
Gravy Mix	21¢	Max. House	3.24
Fruit Juice	68¢	Max. Instant	1.49
Pet Milk	31¢	Max. Instant	2.05
Lux Liquid	64¢	Max-Pak	2.49
Turkey Bags	59¢	Yuban	2.39
Mincemeat	1.35	Yuban	1.75
Egg Nog	99¢	Maxim	1.39
Eagle Milk	59¢	Maxim	2.69

Knudsen's Dairy Products

CREAM — Knudsens Aero can 7 oz. size 79¢
SOUR CR. — Knudsens Hampshire ½ Pint 37¢
EGGNOG — Knudsens Full Quart 83¢

Special Wines for Special Dining

COLUMBARD	Inglenook French. Magnum	3.29
EMERALD DRY	Paul Masson brand. Fifth	2.25
RHINE CASTLE	Paul Masson brand. Fifth	2.25
CHABLIS BLANC	Gallo brand. Half Gallon	2.79
FALSTAFF BEER	12 oz. cans New at Raley's	4 PAK 93¢

BOURBON 3.59

Gin/Vodka	VIP Brand 80 Proof	3.19
Bourbon	VIP Brand 86 Proof	3.79
Scotch	Brigadoon 80 Proof	3.99
Bourbon	Kentucky Bean 86 Proof	4.19
Scotch	Smugglers 86 Proof	5.99
Bourbon	Jim Beam 80 Proof	5.39
Vodka	Silverboy 80 Proof	3.79
Gin	Seagrams 86 Proof	4.69

CORDIALS — Connoisseur-Fifths: Creme De Blackberry, Creme De Cacao, Creme De Menthe, Creme DeCoffee — 2.99 YOUR CHOICE
CORDIALS — Walkers-½ pints: Creme De Banana, Creme De Cacao, Creme De Menthe, Creme De Cassis, Creme De Noyaux — 1.65 YOUR CHOICE

Baking and Dessert Goodies in Raley's Produce Dept.

WALNUTS	Fresh in bulk	lb 59¢
ALMONDS	Fresh in Bulk	lb 59¢
ALMONDS	Whole Blanched Blue Diamond 10 oz.	pkg 1.39
PRUNES	Sunsweet large 32 oz. pkg.	pkg 1.19
RED CHERRIES	Pennant brand 8 oz. pkg.	pkg 69¢
CAKE MIX	Pennant brand lb. tub	ea. 59¢
RAISINS	Sunmaid brand 15 oz. pkg.	pkg. 79¢
WALNUTS	Diamond Chopped 10 oz. pkg.	pkg 99¢

Grapefruit — INDIAN RIVER VARIETY — Raley's Famous Super-Size Florida Seedless Pinks. Plump, Thin-skinned, and loaded with sweet, juicy meat-heavy segments. Rushed to Raley's Jumbo size. Avg. Wt. - 1 lb. ea. — 4 FOR $1

SWEETS 'N YAMS — Both US No. 1. Plump and fresh and thick-fleshed — lb 29¢
WHITE BOILERS — Field fresh juicy. Ready for holiday cooking — lb 39¢
YELLOW ONIONS — Fresh, husky, mild flavored. Perfect for Holiday flavoring — lb 10¢
BRUSSEL SPROUTS — Fresh, solid green compact heads. Savor their flavor — lb 39¢
CRISP CELERY — Fresh, crisp, snappin good stalks — ea. 29¢
GR. ONIONS & RADS. — All fresh and crisp — 2 BU 29¢
RUSSET POTATOES — US No 1 Klamath Russets. 10 lb bag — 79¢
FRESH BROCCOLI — Tender tight green heads. Rich in vitamins — bu. 49¢
CRANBERRIES — Ocean Spray brand. Fresh, juicy lb cello pkg — ea 39¢

Prices Good Thru Nov. 27

Raley's SUPERMARKETS

400 El Camino Ave
Roseville
Sun Juan & Sunset
10385 Folsom Blvd
Madison & Marconi
Madison & Hazel
8391 Folsom Blvd
1700 Capitol Ave
4856 Freeport Blvd
14th Ave & 60th St
Watt & Whitney
Placerville

RALEY'S BONUS BUYS

L. WAX 95¢	SNACKS 63¢	PUMPKIN 35¢	CREAMER 1.15	CROUTONS 45¢
CHUP 67¢	LYSOL 1.95	SOUP MIX 45¢	FLR. FINISH 79¢	CLEANER 65¢
GARINE 65¢	OLIVES 49¢	DRINK 69¢	NOODLES 45¢	MJB RICE 79¢
SCADE 89¢	MARGARINE 75¢	COOKIES 93¢	LEMON JUICE 69¢	CREME 39¢

Frozen Food Products

Bright 'n Early	Juice 12 oz. can	3/$1
Lemon Juice	Minute Maid Pure 7 oz.	57¢
Waf s	Aunt Jemima 10 oz.	58¢
Orang Juice	Treesweet 6 oz.	30¢
Orange Juice	Treesweet 12 oz.	59¢
Grapefruit Juice	Treesweet 6 oz.	32¢
Fish 'n Chips	Van De Camp 16 oz.	1.06
Ravioli	Lucca brand 12 pak	67¢

Fresh Grapefruit Recipes...

(Continued from Page F-5)

can do double-duty as salad bowls and dessert baskets.

Limes are traditional in the beverage department, but they are much more versatile than just creating great drinks. Western-grown limes have the same menu - enhancing characteristics of other Western citrus -- aromatic peel and distinctive flavor that can't be beat. And they're seedless if they come from California and Arizona. Limes from the West are in your markets August thru February, so take advantage of them often in drinks and in delicacies like these.

At last! That awaited time of year when tangerines are back in the markets. And it's a crop worth waiting for! The tree crop of tangerines is up this year, according to H. H. "Woody" Boggs, Tangerine Varietal Manger for Sunkist Growers, Inc. (a marketing cooperative of some 8,000 citrus growers in California and Arizona). That means there will be plenty of tangerines in your markets from now until May. California and Arizona growers produce several varieties of tangerins and mandarins, as well as tangelos (grapefruit-tangerine hybrid mix) and temples (orange-tangerine hybrid mix). They'll all probably be called "tangerine," so you can have fun getting to know the many delicious varieties.

Take advantage of the bounty of tangerines by using them as snacks, simple desserts with mild cheese, or in delicious and colorful salads to complement winter menus.

TANGERINE RICE SALAD
(8 servings)

1/2 teaspoon fresh grated tangerine peel
2 California-Arizona tangerines, peeled, separated into segments, seeded (2 cups)
1 cup cooked rice*
1 cup cooked peas
2-3 tablespoons French dressing
1/4 teaspoon nutmeg
Salt and pepper to taste
1/4 cup chopped walnuts

Combine all ingredients except nuts and chill. Toss with nuts before serving. Makes 4-1/2 cups.

*Prepare your favorite rice as usual, substituting chicken broth for the water. Measure 1 cup for salad and use the rest with another meal.

TANGERINE MACARONI SALAD

4 California-Arizona tangerines, peeled, separated into segments, seeded
2 cups cooked, drained macaroni
1 cup sliced celery
1/2 cup sliced radishes
2 to 3 tablespoons sliced green onions
2 tablespoons chopped parsley
1/4 teaspoon salt
1/4 teaspoon paprika
1/2 cup mayonnaise
Salad greens

Reserve segments from 1 tangerine for garnish; cut remaining segments in half. Combine macaroni, celery, radishes, green onion, parsley and tangerine pieces in salad bowl. Combine salt, paprika and mayonnaise; stir into salad ingredients, tossing lightly. Serve on salad greens. Garnish with reserved tangerine sections.

FRESH LIME MERINGUE PIE
(9-inch pie)

1-1/2 cups sugar
1/4 cup plus 2 tablespoons cornstarch
1/4 teaspoon salt
2/3 cup cold water
1/3 cup fresh squeezed lime juice (approx. 5 small California-Arizona limes)
3 egg yolks, well beaten
2 tablespoons butter or margarine
1-1/2 cups boiling water
2 drops green food coloring
1 teaspoon fresh grated lime peel
Meringue
1 baked 9-inch pastry shell

In a 2 to 3 quart saucepan, mix sugar, cornstarch and salt together, using wire whisk. Still using whisk, gradually blend in cold water, then lime juice, until smooth. Add beaten egg yolks, blending very thoroughly. Add butter or margarine. Add boiling water gradually, stirring constantly with rubber spatula. Gradually bring mixture to full boil, stirring gently and constantly with spatula over medium-to-high heat. Reduce heat slightly as mixture begins to thicken. Boil slowly for 1 minute. Remove from heat; stir in food coloring and combine thoroughly before adding peel. Pour hot filling into baked pastry shell --let stand, allowing a thin film to form while preparing meringue.

MERINGUE:

3 egg whites
1/4 teaspoon cream of tartar
6 tablespoon sugar

Using a small, deep bowl, beat egg whites with electric mixer several seconds until frothy. Add cream of tartar. Beat on high speed until whites reach soft peak stage and bend over slightly when beaters are withdrawn. Reduce speed to medium. Add sugar gradually, about a tablespoon at a time. Return to high speed and beat until whites are fairly stiff, but still glossy and soft peaks are again formed when beaters are withdrawn. Place meringue on hot filling in several mounds. Spread meringue gently over surface and against inner edge of pie crust, sealing well. Bake at 350 degress, 12-15 minutes, until golden brown. Cool on wire rack at room temperature before cutting and serving.

LIME AND LEMON MARMALADE
(Makes about 11 half-pint jars)

3 cups thinly sliced California-Arizona limes (6 to 7 medium limes)
2 California -Arizona lemons, sliced into half cartwheels (1-1/4 cups)
3 quarts water
Sugar
2 to 3 drops green food coloring

Combine sliced limes and lemons and water in a glass bowl; cover and let stand 24 hours. Place in large, heavy saucepan and bring to full boil. Boil rapidly uncovered for 25 minutes or until peel is tender. Measure fruit and liquid. Add an equal amount of sugar. Return to heat, stirring until sugar dissolves. Boil rapidly until mixture sheets from spoon or reaches a temperature of 220 degrees. Approximately 25 to 35 minutes. Skim, as necessary, during cooking and gently stir occasionally to avoid sticking. Remove from heat and stir; skim. Add food coloring. Stir to combine uniformly. Pour into hot sterilized jars. Seal with paraffin. Yields approximately 11 cups.

WINTER FRUIT CUPS

California-Arizona Grapefruit
1 can (1 lb.) sliced peaches, drained (1-1/2 cups)
1/2 cup dates, quartered
1 cup pineapple chunks, drained
Quick Grapefruit Dressing

QUICK GRAPEFRUIT DRESSING

1/2 cup mayonnaise or dairy sour cream
1 teaspoon fresh grated grapefruit peel
1 tablespoon fresh squeezed grapefruit juice

Combine ingredients: Makes 1/2 cup

GRAPEFRUIT-ORANGE SALAD MOLD
(8 servings)

1 California-Arizona grapefruit
1 California-Arizona orange
Cold water
2 pkgs. (3 oz. each) lemon gelatin
2 cups boiling water
10 to 12 thin slices of unpeeled cucumber or zucchini
1 carton (8 oz.) plain yogurt
1 pkg (3 oz.) cream cheese

Peel and section grapefruit over a bowl to reserve juice. Combine juice with enough cold water to yield 3/4 cup. Peel and section orange; set aside. Dissolve gelatin in hot water. Add juice mixture and cool to room temperature. Arrange orange and grapefruit sections and vegetable slices alternately in a 6 - cup ring mold. Pour in enough gelatin to just cover fruit (about 1/2 cup). Chill until set. Combine yogurt and cream cheese; add remaining gelatin and mix thoroughly. Pour over set gelatin in ring mold. Chill at least 2 hours to set. Unmold when ready to serve.

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Diet And The Heart

There has been much discussion in the medical community and in the consumer press about the role of diet in relation to coronary heart disease.

However, the general public is still confused by terms like "cholesterol" and "poly unsaturates." Here are some straight-forward answers:

Whate is cholesterol?

Cholesterol is a waxy, fat like substance required by the body for many chemical processes. However, excess cholesterol may be deposited in the walls of the arteries and can contribute to the development of atherosclerosis -- the disease underlying most heart attacks and strokes.

Cholesterol is manufactured by the body and we absorbe it from food we eat. Foods of animal origin (meat, poultry, fish, dairy products) contains varying amounts of cholesterol. Most foods of plant origin contain none.

Are there different kinds of fats?

Yes, Fats, are made up of building blocks called fatty acids. Fats differ according to the amount and type of various fatty acids present. Animal fats have a higher proportion of saturated fatty acids than poly - unsaturated fatty acids.

The opposit is true of most vegetable oils. Saturated fats are usually solid at room temperature. They tend to raise blood cholesterol levels. Poly-unsaturated fats are generally liquid at room temperature; they tend to lower blood cholesterol levels.

Then we should eat less saturated fats and more poly-unsaturated ones?

Exactly! Subsitiute liquid vegetable oils for solid fats like butter and shortening whenever possible. A margarin like Fleischmann's which contains liquid corn oil as it main ingredient, is highly recommended.

Present Trends Cause Famine Fears

WASHINGTON - Mass starvation will occur throughout the world if food production is not increased and population patterns are not changed, a House subcommittee says.

"Unless present trends in population growth and food production are significantly altered, a food crisis that will have the potential to effect everyone from every walk of life will hit with more impact than the energy crisis of 1973-74," the House agriculture subcommittee on department operations said in a report released last week.

In all probability, the world can expect more disasters associated with malnutrition, it said. "The world food crisis will not disappear spontaneously or soon and maybe never."

The subcommittee said that shortages of land, water, fertilizer and energy could aggravate the food crisis and warned that the United States could find itself in the midst of the problem.

"Americans . . . cannot afford to sit idly by thinking that this problem does not affect us," the report said.

Observing that the United States, with 5% to 65% of the world's population, consumes 40% of the world's resources, the report said, "the demand for oil, metals, minerals and other resources, is obviously going to skyrocket, and that rocket is going to be fueled by fires of inflation and joblessness.

"A poor harvest in any major producing country -- the United States, the Soviet Union, India or China -- is sure to send economic shock waves not only through the food sector of the world economy but, as it fuels the fires of inflation, through its other sectors as well," it said.

"During 1974, conservative estimates are that somewhere between 200 and 400 million of our fellow human beings will share starvation directly in the face," the report said.

"Over 10 million persons -- most of them children 5 years of age and under -- will perish as a direct result of too little food to eat."

Nutrition Notebook

by DR. J. M. McINTIRE
General Manager, Carnation
Research Laboratories

Q. I don't understand all this business about protein. What's the difference between high and low quality protein? Is that difference important?

A. Protein is essential to life, and it must be replenished every day.

The most important role protein plays is to furnish materials needed for the growth and repair of body tissues and to help form the antibodies which fight infection.

In addition, enzymes which control the life processes that keep the body working daily are made of protein. But not all proteins are alike. Protein foods vary in their nutrutional value, and the clue to protein quality lies in the number and kind of amino acids that the protein contains.

The human body needs just over twenty different amino acids every day. All but eight of these can be manufactured in the adult body. The amino acids that the body cannot make must be supplied by the food we eat, and they are called "essential" amino acids, meaning it is essential to include them in the daily diet.

A food that provides all the essential amino acids in good balance is said to be a source of high quality, or complete protein.

Foods of animal origin like meats, fish, poultry, eggs, cheese and milk, are sources of high quality protein. The protein in foods of vegetables origin such as fruits, vegetables, nuts and grains is said to be of lower quality, meaning it is low in or lacking one of more of the eight essential amino acids. Often when you combine one of these foods with a food of animal origin, the value of the vegetable protein becomes greater.

Timing is critical, as all of the amino acids must be available to the cells at the same time. The high quality protein you eat today will not supply the essential amino acids you need for construction work tomorrow!

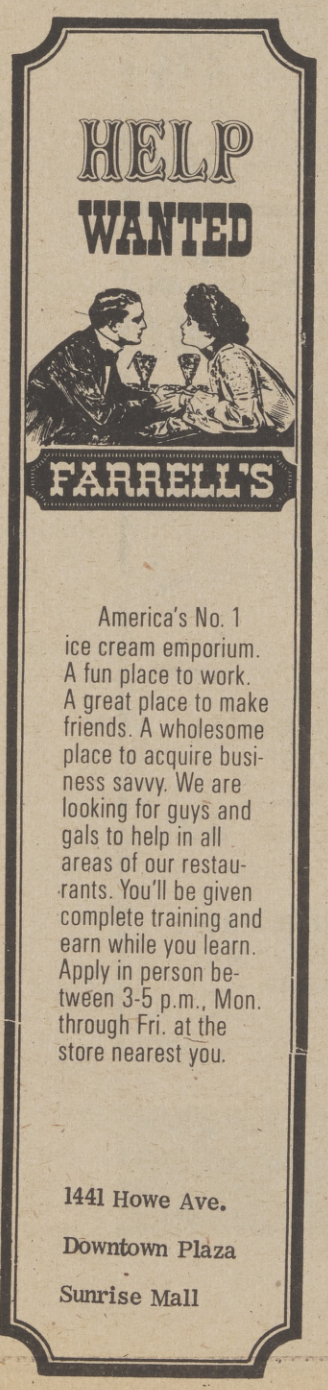
On the average, Americans get plenty of complete proteins in their daily diets. The best way to assure that the body gets all of the essential amino acids it needs is to eat a well balanced diet with a variety of protein-rich foods each day.

Such foods as meats, milk, poultry, eggs, nuts, cheeses, cereals, dried beans and fish should be consumed regularly.

For the economy-minded consumer (and who isn't these days?) let instant nonfat dry milk fortify your cooking with high-quality protein.

Carnation Instant Nonfat Dry Milk fills the nutrition bill without padding the food bill.

A varied diet will contain many different sources of proteins, both animal and vegetable, and the resulting combinations will be adequate to satisfy protein requirements. For that important time factor, remember also to include some form of high protein at every meal.



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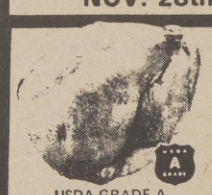

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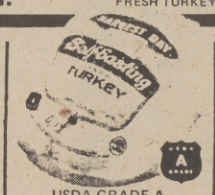

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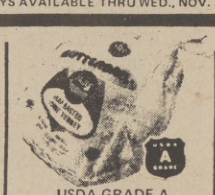

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Large End ..... lb. 1.19

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Fully Cooked, Boneless, Water Added (approx. 5-7 lb.) ... lb. 1.49

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(Thick 2 lb. Pkg. 1.97) 1 lb. Pkg. 99¢

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- American Cheese Food KRAFT Singles ..... 24 oz. pkg. 2.09
- Kraft Cracker Barrel Variety Stix ..... 10 oz. pkg. 1.29
- Dubuque Canned Ham 5 lb. can 7.49
- Leo's Sliced Meats Light Turkey or Chicken, 3 oz. pkg. 54¢

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- Hot Roll Mix PILLSBURY ..... 13.8 oz. pkg. 56¢
- Nabisco Snack Crackers Bacon Thins, Sociables, Lil' Loaf 8 oz. or Skittle Chips 8½ oz. ..... pkg. 74¢
- M.J.B. Quick Brown Rice ..... 20 oz. pkg. 84¢
- Hamburger Helpers GENERAL MILLS — Assorted Varieties ..... reg. pkg. 68¢
- Upside Down Cake BETTY CROCKER — Pineapple ..... 21.5 oz. pkg. 93¢
- Date Bar Mix BETTY CROCKER ..... 14 oz. pkg. 83¢
- Lipton Onion Soup Mix ..... pkg. of 2 49¢
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- Smokehouse Almonds BLUE DIAMOND ..... 6 oz. can 79¢

FROZEN FOODS

- Treesweet Orange Juice (12 oz. can 56¢) (16 oz. can 72¢) ..... 6 oz. can 29¢
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- Green Giant Casseroles Broccoli and Noodles, Hungarian Cauliflower or Deviled Spinach with Sour Lemon Sauce ..... 12 oz. pkg. 49¢
- Celeste Pizzas Cheese ..... 20 oz. pkg. 1.64
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- Lady Lee Margarine Cubes ..... 1 lb. pkg. 57¢
- Lady Lee Whipping Cream ..... ½ pt. ctn. 44¢
- Velveeta Cheese Spread ..... 1 lb. pkg. 91¢
- Real Cream Topping LADY LEE Aerosol ..... 6½ oz. can 56¢
- Nucoa Margarine Cubes ..... 1 lb. pkg. 69¢

OTHER ITEMS

- Lady Lee Fruit Cocktail 17 oz. can 39¢
- Del Monte Golden Corn Cream Style or Whole Kernel ..... 17 oz. can 37¢
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- Lady Lee Sweet Peas ..... 17 oz. can 35¢
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- Cut Green Beans HARVEST DAY ..... 16 oz. can 29¢
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- Creme-De-Menthe HIRAM WALKER 5th 4.49

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Eggs & Eggplants: 4 Great Recipes

EGGPLANT PARMIGIANA

1 lb. sweet Italian sausages
2 large onions, chopped (2 cups)
1 clove garlic, minced
1 can (2 lbs., 3 oz.) Italian tomatoes with basil
1 can condensed beef broth
1 envelope (1-1/2 oz.) spaghetti sauce mix
1 large eggplant, about 1-1/2 pounds
3/4 cup packaged bread crumbs
1/4 cup grated Parmesan cheese
1/4 cup finely chopped parsley
2 eggs
2 tablespoons water
1/2 cup olive or vegetable oil
2 pkgs. (8 oz. each) sliced mozzarella cheese

Peel casing from sausages. Brown in a kettle, breaking sausages into small pieces with the back of a spoon.

Pour off all but 3 tablespoons sausage drippings. Push sausage to one side. Saute onion and garlic in drippings until soft. Stir in tomatoes, beef broth and spaghetti sauce mix. Simmer over very low heat while preparing eggplant.

Cut eggplant into 1/4-inch thick slices; pare skin from slices. Combine bread crumbs, grated cheese and chopped parsley on a plate. Beat eggs and water together on second plate.

Heat 2 tablespoons of oil in a large skillet. Dip eggplant slices, first into the egg mixture, then into the seasoned crumbs. Fry 3 minutes or until golden; turn and fry 3 minutes longer. Drain on paper toweling. Continue until all eggplant slices are browned.

Place an eggplant slice in the bottom of each of 10 individual freezer-to-oven baking dishes or 1-cup disposable aluminum pans; pour 1/3 cup of the prepared sauce over and top with half a slice of cheese. Repeat layering a second time.

Cover each dish with heavy-duty aluminum foil; label, date and freeze immediately.

To serve: Remove eggplant from freezer, loosen foil around container, but leave foil covering container.

Bake in hot oven 425 degrees 40 minutes, or until sauce is bubbly-hot.

TURKEY AND RICE SALAD RIO GRAND

In the American Southwest, the cuisines of three cultures merge: Mexican, American Indian and Anglo as white settlers were -- and still are -- known. This main-dish salad is a medley of all time.

2 tablespoons vegetable oil
2 tablespoons minced onion
1/2 small clove garlic, peeled and crushed
1-1/2 teaspoons chili powder
Pinch coriander
1/8 teaspoon cayenne
3/4 teaspoon dry mustard
1/2 teaspoon salt
2 tablespoons cider vinegar
1 cup brown rice, cooked
2 cups diced turkey leftover- (or chicken, if you prefer)
1 cup diced celery
1/4 cup finely minced green pepper
1/4 cup sweet-pickle relish
1 tablespoon minced parsley
2 hard-cooked eggs, peeled and chopped
3/4 to 1 cup mayonnaise or salad dressing

Heat oil in a small heavy skillet and saute onion and garlic about 5 minutes until limp, blend in chili powder, coriander and cayenne; turn heat down low and let mellor 5 minutes. Remove from heat, mix in mustard, salt and vinegar; combine with rice in large bowl and chill several hours.

Add remaining ingredients, using only as much mayonnaise as needed for good consistency; toss well to mix and marinate in the refrigerator several hours before serving.

CORN-CHIVE SPOON BREAD

In order to have the least possible kitchen activity with guests around, I often prepare the spoon bread ahead of time up to the point of beating egg whites. I cook the cornmeal mixture in top part of double boiler as directed until thickened. Then cover tightly and keep warm over warm water in bottom of double boiler. Then I need only add yolks and egg whites in time to bake the bread for serving.

3 cups milk
1 cup yellow corn meal
1-1/4 teaspoons salt
Butter or margarine
6 eggs, separated
1 can (12 oz.) whole-kernel corn drained
3 tablespoons snipped chives

Heat milk in heavy saucepan until hot but not boiling. Gradually add corn meal, whisking constantly. Cook, whisking, until thickened. Remove from heat, add salt and 3 tablespoons butter and stir until blended; set aside to cool slightly. Meanwhile, beat egg whites until stiff but not dry. Beat egg yolks one at a time into corn meal mixture. Fold in beaten whites, the corn and chives. Turn into greased 3 - quart casserole. Bake in 350 degree oven 50 minutes, or until puffed and golden brown. Serve at once with hot melted butter. Makes 6 generous servings.

NOTE: This is soufflelike.

ITALIAN LAYERED EGGPLANT, MEAT AND CHEESE

This mealy casserole takes some time to assemble, but it is easy to do and to do ahead. You can assemble it far ahead of party time and chill or freeze it until time to bake. (Thaw frozen casserole before baking. If casserole is chilled, add about 20 minutes to baking time).

Meat-Tomato Sauce
Baked Eggplant Slices
1 lb. Mozzarella cheese, thinly sliced

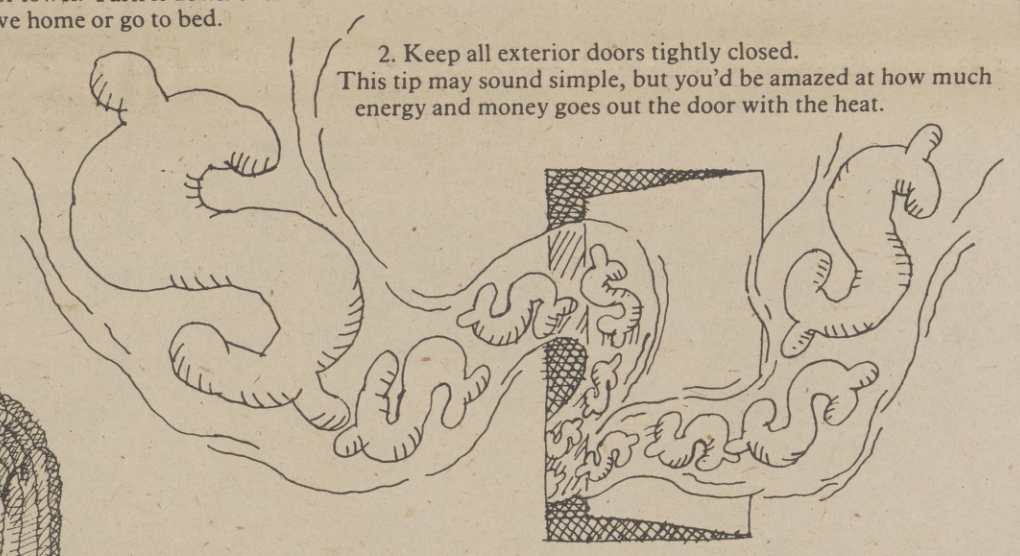
Spoon enough meat sauce over bottom of shallow 4- to 5-quart baking dish to cover. Arrange half the eggplant slices over sauce. Top with half the remaining meat sauce, then half the cheese. Repeat layering, using remaining eggplant, meat sauce and cheese. Bake in preheated oven 350 degrees 45 minutes, or until bubbly. Let stand 10 to 15 minutes. Makes 8 to 10 servings.

7 WAYS TO KEEP WARMER, CHEAPER.

Because our costs for fuel have gone up, your fuel costs are higher this winter than last, too. But even with increased rates, you can still hold down your heating costs by decreasing your energy usage. Here are some practical "here's hows."

1. Set your furnace thermostat to a temperature of 68° or lower. Turn it down even more when you leave home or go to bed.

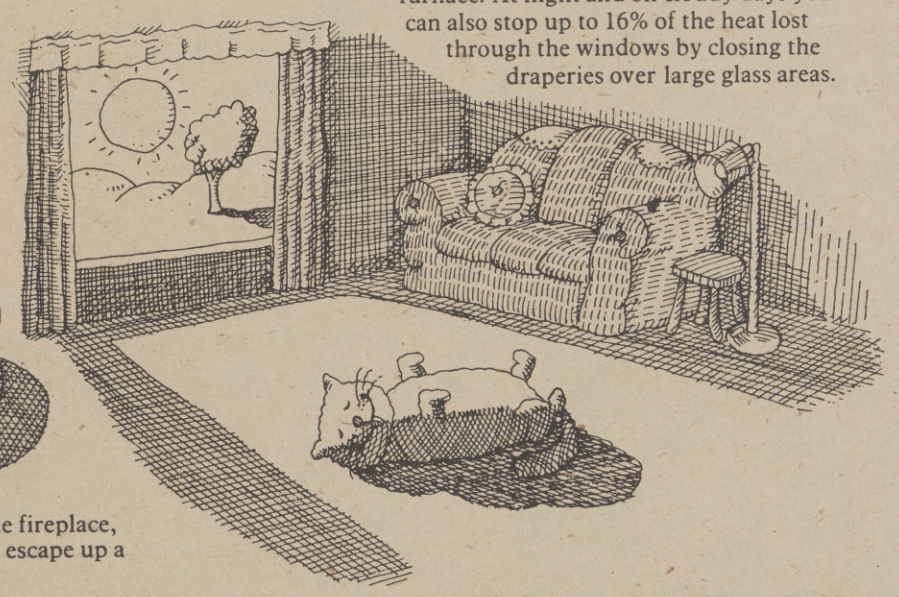
2. Keep all exterior doors tightly closed. This tip may sound simple, but you'd be amazed at how much energy and money goes out the door with the heat.



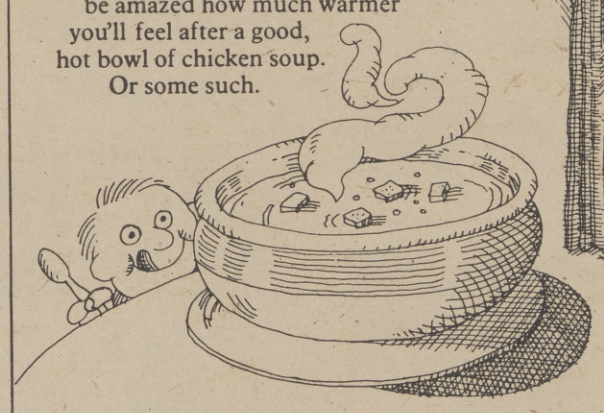
3. Drag out Aunt Lucy's homemade sweater. Remember the cable knit you thought was really knit out of cables? It can actually help at lower thermostat settings.

4. Clean or replace those dirty filters that make the furnace work harder than necessary to heat your home.

5. Open your draperies on sunny days. Let Mother Nature do the work for your furnace. At night and on cloudy days you can also stop up to 16% of the heat lost through the windows by closing the draperies over large glass areas.



6. Indulge your taste for "hotter" foods. You'll be amazed how much warmer you'll feel after a good, hot bowl of chicken soup. Or some such.



7. When you're not using the fireplace, close the damper. Why let your heat escape up a flue that can't appreciate it?

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The Sacramento Observer

AUTOMOTIVE SECTION

Take A Look At Snow Tires

Now that Old Man Winter has blown the first snow storm of the season through our area, its time to take a good long look at those old snow tires you've stored in the garage before you put them on your car.

Chances are good that if you own a new car from Detroit it is equipped with modern radial tires. And if that is the case, then those old fashioned bias or bias-belted snow tires should not be used.

Tire experts at B.F. Goodrich Tire Company recommend strongly against using bias-ply or bias-belted tires on the rear axel and radial ply tires on the front. The reason, they say, is that radial ply tires generally provide greater traction than bias-ply tires.

The difference in handling characteristics between the two types of tires could lead to unexpected countrol problems for the average driver. Even highly skilled drivers would find that controlling a car so equipped could be a handful on wet or snow-slick pavement - exactly the type conditions snow tires are generally most helpful in.

Tire construction can easily be determined by reading the information carried on the tire's sidewall. All tires will carry the words "tubless' or "tube-type". Radial ply tires will have the additional word "raidal" immediately thereafter. These words are carried near the steel rim on both side of the tire.

RADIAL TIRES

LOOK HERE for the word "radial" on your winter snow tires. If they are radial tires, thats where the word must be according to Federal law. Old style bias or bias/belted snow tires should not be used if radial tires are on the front wheels, according to tire experts. The mixing could cause unexpected control problems, particularly on wet or snow covered roads.

Autos Improve $102.00

WASHINGTON - Quality improvements for domestic 1975 model passenger cars included in the Wholesale Price Index were valued at $102.30 at manufacturers' price and $129.90 at retail, the Bureau of Labor Statistics reported.

About 34 percent of the average increase of $386 in manufacturers' suggested retail proces of 1975 cars included in the WPI was due to quality improvements.

The quality change estimates reflect primarily changes made to meet standards set by the Environmental Protection Agency as a result of the Federal Clean Air Act.

A breakdown of the $129.90 retail value of the quality improvements follows:

-- $119.20 for improved exhaust emission systems to meet 1975 federal clean air standards. The changes include the installation of catalytic converter systems and related changes such as heat shielding, insulation, and changes to exhaust emission system which are necessitate by the installation of the converter.

-- $10.70 for added safety features, including primarily changes made in anticipation of future Federal Motor Vehicle Safety Standards (FMVSS) and minor changes made to maintain compliances with FMCSS #105, #208, and #216 which averaged less than $1.00. These standards involved braking systems, passenger restraint systens, and roof crush resistance.

Data were supplied by the automobile companies for 16 domestic passenger cars priced for the Wholesale Price Index. Ten of these cars are also priced for the Consumer Price Index. The estimates are used to calculate price movements in the Wholesale Price and Consumer Price Indexes for October when most 1975 models are first introduced into the indexes.

Sales Slump Hurts Auto Industry

DETROIT - The severe and prolonged sales slump that has plagued the auto industry is spreading like a contagious disease to key auto supply firms.

With new model sales off to their worst start in a decade, the parts suppliers, whose business depends on how many cars the auto makers build, are slashing production schedules and laying off hundreds of workers.

Borg-Warner Corp., one of Detroit's major manufacturers of automotive components, said it already has laid off about 500 workers and will have to lay off another 500 by the end of the year. Workers are affected at plants in Detroit, Chicago and Munice, Ind., the company says.

The Bendix Corp., another key supplier, reported it will probably be forced to furlough up to 800 salaried and hourly workers in St. Joseph, Mich.; Windsor, Ont.; South Bend, Ind., and Elyria, Ohio, by year's end because of production cutbacks by the auto companies.

Officials at another supplier, Kelsey-Hayes Co., say they expect to lay off workers soon

(Continued on Page G-6)

The Repair Shop

Finding a reliable repair shop can be an expensive trial and error process unless you have some idea of what to look for to guarantee the best possible work at the best price.

Gulf Oil Consumer Information has a few tips for motorists on one of the most common repairs undertaken - a brake job.

For example, if the sign says "brake jobs at $7.95" - don't stop for it. Anything done for your brakes at that price is not a brake job. A brake job is: replacing the brake shoes; repacking the wheel bearings; inspecting drums to see if they are scored or out of round; checking wheel cylinders and master cylinder (and, if they are leaking, replace them); bleeding brake lines to be sure all the air is out and, finally, adjusting the brakes after the new shoes are installed.

And, incidentally, you can save 30-40% on the cost of a brake job by having relined shoes, rather than new ones, installed to replace the worn ones.

Careless or incompentent repair work can be costly and even dangerous.

For a free copy of a booklet, with tips on other repair jobs, write to Gulf Oil Consumer Information, Box 1403-J, Houston, Texas 77001 for a free copy of "How Not To Get Stuck When You Get Stuck."

New heavy-duty and medium - duty models of the 1975 Dodge Truck.

XMAS Lights...

The history and meaning of Christmas have always gleamed with light. The Wise Men followed the light of a star on the manger in the Holy Land, which was already ablaze with candles celebrating Chanukah, the Jewish Festival of Lights.

The starry skies of a Christmas night so impressed Martin Luther that he went back home and hung candles on his Christmas tree. It was the first time, some authorities insist, that the tree was trimmed with lights.

In America, Christmas lights are a time-honored tradition and only once have they been banned --last year, to focus attention on the energy crisis. The ban has been lifted, however, and Christmas 1974 should be ablaze with lights to heighten a joyous national spirit.

Strung around doorways and windows -- indoors and out -- and, of course, festooning the Christmas tree, will be the traditional decorative lights that make Christmas truly festive for millions of Americans.

In many homes, particularly on the Atlantic seaboard, candle-shaped lights will appear at the windows on Christmas Eve. This lovely ritual, borrowed from Ireland, is intended to light the Holy family on its way.

We can think the dazzling lights of Christmas for another seasonal bright spot, the singing of Silent Night. It's said that the stars and candlelight of a Christmas midnight inspired Austrian minister Joseph Mohr to write the words of the carol in 1818. His countryman and fellow cleric, Franz Gruber, set them to music.

Another source of Christmas light illuminates this old French legend, a child-pleasing explanation of how the robin got its gaudy chest. It seems that an early bird charitably used its wings to fan the fire that kept the Christ Child warm as he lay in his manger. The glowing heat of the flames reddened the robin's breast, and it stayed that way forever after.

Though we've borrowed so much seasonal regalia from other lands, some of the world's most colorful customs have yet to be imported here. A shining example is the Mexican posada, held on each of the eight nights prior to Christmas Eve.

Carrying candles and figurines at Mary and Joseph, members of a family go from door to door seeking entry. Turned away by each of their neighbors, they're admitted to the last house on their route, where they enter and sing their thanks.

Next night a different family goes forth, and so on, until the cycle is completed.

Some Yuletide ideas, however, are better left abroad. We'd hate to follow the lead of the British Parliament that banned Christmas altogether. It happened in 1644. When Oliver Cromwell and his Puritan followers came to power they looked askance at the gay and noisy celebration that had become a Christmas custom. One traditional item that particularly incensed them was the Yule log, a huge tree that was burned throughout the holiday.

It had been the focus of seasonal revelry since the pagan sun-worshipping rites of ancient Britain, which had also taken place in late December. That was enough for Cromwell, who banned the whole Christmas celebration as "Immoral sun-Worshippe."

There's no telling how dour and sour old Oliver would have reacted to our modern Christmas, with its blazing glory of Yule lights strung above the main thoroughfares of most American towns.

In New York, for example, a three - mile row of lighted Christmas trees - right down the center of Park Avenue -- traditionally leads to a huge cross of lighted windows high in a towering skyscraper. And traditional, too, is the mammoth tree in New York's Rockefeller Plaza, towering at least 64 feet above the admiring crowds and illuminated by more than 3,000 electric outdoor Christmas lights.

This Christmas, America should be shining from one end of the land to the other -- shining with hope and joy and the traditional decorative lights!

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EXAMPLE:
NEW DODGE COLT 2 DOOR GT
Vinyl buckets, automatic, PB, WSW, R&H, No. 6P23U4900— 4048, $3731.20, Tax & license $247.87, 30% down (cash or trade) $1190.58. $95.05 per month for 36 months. Total deferred price $4612.32. Cash Price $3979.07, APR 13.80%.

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Six, 4 spd., pwr. steering, radio, heater. 358H8CGD30493.

74 AMERICAN MOTORS $2599
Hornet 2 dr., six, auto., air cond., pwr. steering, wsw, radio, heater, A4067A106666.

69 CHEVROLET NOVA $1299
V8, auto., air cond., pwr. steering, radio, heater, 114699W4Z1348.

72 PONT. GRAN PRIX $3399
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70 MERC. COUGAR $1999
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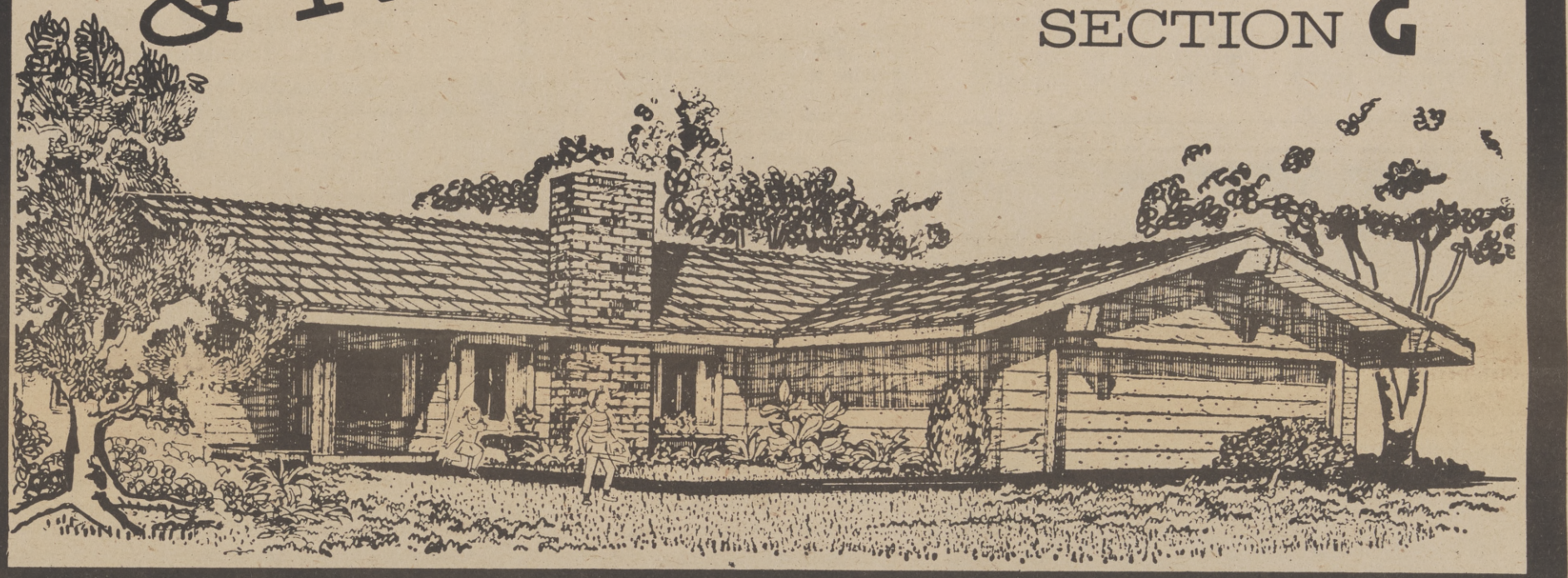
HOUSING & REAL ESTATE

SECTION G



Minority Women

By GLORIA E. A. TOOTE
Assistant Secretary - HUD

In this time of recession-inflation and ever increasing job lay-off, the plight of the minority working woman becomes increasingly perilous. Without the factual picture of sex diccrimination in general, it is difficult to understand the problem of minority women.

Most women hold a high school diploma. Of the women in the age group 20 to 24, eighty percent were high school graduates in 1970 as were men in the same group. But relatively few women have earned a college degree. In 1970 the percent of all women over 21 who had finished four or more years of college was 9 percent compared to 14 percent for men.

A highly visible and highly controversial area of sex diccrimination is the world of white collar workers. The Labor Department reports that in 1971 percent of all managerial posts. Furthermore, a Stanford University and University of Michigan survey of 300 of the nation's

GLORIA TOOTE

500 largest industrial corporation disclosed that the companies were employing women executives at only one-fifth of the national rate, and these were clustered in a few women's products firms.

(Continued on Page G-6)

'As-Is' Policy

LAS VEGAS, Nev. - The assistant secretary of Housing Management for the Department of Housing and Urban Development (HUD) told persons attending the 67th annual convention of the National Association of Realtors that HUD has set a national goal to sell 50 per cent of government-assisted housing on an "as-is basis" by the end of the year.

H.R. Crawford said his department is in the process of revising all regulations regarding the deposition of peoperties which formerly emphasized sales with rehabilitations.

He said HUD would be 'talking back more multi-family housing than ever before" and urged Realtors to ack as professionals. He noted that he is a Realtor and said that the few rep-off artists in the real estate business "give all the bad reputation. We need your support," in this connection, he said.

He also noted that HUD was developing over-all standards for managers of government-assisted housing, and said that "managers must be pros by 1976."

Many managers are heading up mulit-million dollar properties "and they can't even add," he asserted.

Vets Interest Rate Approved

The Veterans Finance Committee has approved the 6-1/4% interest rate finding of the California Veterans Board applicable to the Farm and Home Purchases Act of 1974.

The 6-1/4% interest rate applies to all new applicantions for loans which had not progressed to the point of written loan approval prior to September 26, 1974.

All Cal-VET loan approved before September 26, 1974 and all pre-existing contract holders remain under the Farm and Home Purchases Act of 1943 at current 4-3/5 interest rate.

The 2% interest differential continues to apply to the loans of non-Veteran assignees.

A competitive low bid of 5.519% was entered November 19, 1974 by the Bank of America group for $50 Million of VETERANS Bonds. This bond sale interest rate compares very favorably with the last previous sald of August, 1974, at 5.9430%.

Fall Fashions Become 'Elegant'

Captain's Bed Curtains, Gillingham Patchquilt, Wedgewood Block, Marblehead Crewel, Toile de Jouy, Beiderwand Coverlet, Lowestoft and E. Pluribus Unum are some of the delightful names of some equally delightful new designs in United-DeSoto's new collection of Colonial & Traditional vinyl wall fashions for elegant living.

For the history buff, ancestor workshipper or person who wishes to surround him or herself with the harmony and tradition of the age of enlightement, the new United-DeSoto collection of wallcoverings has the effect of a rich museum offering. Richard Hoffman, Dirrecor of Design, research carefully the major historical treasure troves such as the Smithsonian Institution, the New York Metropolitian Museum and the textile collection of the Art Institute of Chicago.

The Colonial & Traditional collection consist of 100 pages - 12 flocked designs and 88 prints of 20 original designs. The patterns are a medium to lavish scale with 26 coordinated fabrics. The designs are prepasted, scrubbable and strippable.

The new collection is regarded as one of many events, products, happenings and spiritual manifestations of the soon to be celebrated 200th birthday of the United States.

Design highlights include:

Lowestoft, Border Design, circa 1790--A blue and white "India China" procelain platter found in Vircinia, was the inspiration for this distinctive flocked border design, dating back to around 1790. Chinese Lowestoft procleain was often confused with English Ware. A coordinated stripe complements the design elements for classic decorating treatments.

Chia Ch'ing, circa 1750 -- The influence of oriental design motifs are very evident in the English Chintz. The United-DeSoto adaptation was inspired by fragments of a bed curtain which buried with family silver, in Duchess County, Virginia, during the American Regolution.

Marblehead Crewel, circa 1750 -Crewels or loosely twisted 2-ply worsted yarns were used extensively in 18th Century America for decorating both costume and furnishing fabrics. Crewel embroidery, worked on linen or cotton with an open ground, embellished many bed hangings, counterpanes and dresses. This pattern is adapted from crewel embroidery found in Marblehead, Mass.

Innocence Stripe, circa 1700 - Fashionable women of the American colonies worn aprons both for use and adornment. Elaborate embroidered aprons, often embellished with ribbons and lace, were splendid examples of their needlework. The United-DeSoto design was inspired by one of these priceless aprons.

E. Pluribus Unum, circa 1854 - In 1848 Ira Hadsell set up a weaving shop on Vienna Street in Palmyra, New York. He and his partner, J. Van Ness, remodeled an old fashioned loom to weave seamless coverlets. His "E. Pluribus Unum" pattern was said to be a plea against the threatening War Between the States. The United-DeSoto design of the eagle on a field of stars was inspired by this coverlet.

My First Romance--Romance flourished in the colonial days as well as now. Here the delicate Iris, the rich full blooms of this perennial favorite, are captured for lovers everywhere in a beautiful interpretation. This classic American flower is especially glamorous when presented on a black background.

Windermers - Baskets of flowers pursued by delicate butterflies were popular motifs at the beginning of the 1800s. The art of painting on velvet was in vogue and our design gracefully traces light-hearted thoughts inspried by that long ago painter.

Antique Kingdom - Stencilled animals entwined with crewelwork provide a delightful touch for the mature child, who has outgrown Dumbo and balloons.

The colors of these new wall fashions range from brilliant emerald, sapphire, and other jewel tones, to soft, mute flocks; vibrant florals and discreet, classic backgrounds. The new Colonial & Traditional collection may be viewed nationally at wallcovering and decorating stores.

Single-Family Homes from
$31,990!!!
3, 4 & 5 Bedrooms • 2 & 3 Baths
Single & 2-Story
7¾% Financing Available
FHA-VA Tandem Plan
Beautiful countryside location, only 2½ miles from Sunrise Mall. Many features and extras INCLUDED in purchase price . . . carpeting, dishwasher & disposal, continuous clean oven, full insulation, large 2-car garage and much more.

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35" Marquis arm chair
is richly carved in eagles heads and kissing birds. Used singly or as a pair the chair may be finished in french walnut, antique white or the finish of your choice. Upholstered in rich brocatelle or the fabric that you fancy. Tufted as shown with cushion or without cushion and side panels tufted.
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'RICH' WALL COVERING

Chia Ch'ing with it rich rich, oriental embellishments gives a vibrant lift to this foyer as well as other statis locations in the home or apartment. From a new Colonial & Traditional Collection by United-DeSoto.

Number Of Housing Starts Are Down

WASHINGTON - The number of new houses started by builders edged further downward in October, deepening the slide that had gripped the industry for the past year and a half.

The Commerce Department said new housing starts dropped for the fourth month in a row to a total of 1.124 million units at an annual rate. The rate was off by seven-tenths of 1 per cent from September.

The Commerce figures indicated further deterioration in the home building industry in the months ahead. The number of building permits issued during the month totaled the equivalent of 802,000 units.

It was the seventh monthly decline and the fewest building permits issued since the 743,000 handed out in December 1966. Permit issurances usually anticipate new starts by from three to six months.

The steady drop in home building comes despite transfusions of nearly $20 billion by the federal government this year to ease a scarcity of loans for home buyers and high interest rates.

Savings and loan associations, which provide the bulk of money for home buying, have reported they expect to have more money to lend in the months ahead. And interest rates have eased slightly from the national average in excess of 10 per cent.

But unlike earlier expectations that a healthy housing industry this year would lead the way to a general economic recovery, industry officials now expected it will be well into 1975 before any upturn in housing is possible.

The National Association of Homes Builders estimates that Housing starts will drop to 1 million or lower this year. That's half of what the Department of Housing and Urban Development has estimated as necessary to provide American with decent housing.

McClellan Tops 1973's Drive

McClellan AFB, with employee contributions through the Combined Federal Campaign, ended its 1974 drive with over $416,000 pledged.

The figure represents 95 percent of the base's assigned goal and is over $46,000 higher than 1973. The average pledge was upped at least $5 over the previous year's donation.

McClellan, along with other federal agencies, contributed a large share of the $3.3 million United Way goal which will benefit 58 agencies in the Sacramento, yolo and Placer Counties.

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VA HOUSING

NORTH HIGHLANDS					
6549 Thomas Drive	4	2	$300	$229	$21,500
RANCHO CORDOVA					
2048 Rossmoor Drive	3	1-1/2	500	257	24,900
SACRAMENTO					
7426 Carella Drive	3	1-1/2	400	231	22,900
56 Cathcrat Avenue	3	2	100	172	14,900
2891 Grove Avenue	3	1	200	174	15,900
3842 Kern Street	2	1	CASH ONLY		6,900
7208 Tamoshanter Way	3	2	-	204	18,900
3612 19th Avenue	2	1	-	87	7,900
STOCKTON					
402 E. Bianchi, #2	2	1	-	168	14,500
4413 LaCresta Way, #3	2	1	-	167	14,500
4431 LaCresta Way, #2	2	1	-	168	14,500
1495 W. Harding Way	2	1	300	223	22,500
TRACY					
880 Palm Circle	2	1	-	150	12,500

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EQUAL HOUSING OPPORTUNITIES

Official Notice To Real Estate BROKERS

EQUAL HOUSING OPPORTUNITY

HUD HOMES FOR SALE REPAIRED
WITH WARRANTY AND FHA INSURANCE

OFFICIAL LISTING DATE: November 27, 1974
10 DAY EXPIRATION: 4:30 PM MON. DEC. 9, 1974
SALE DATE: 11:00 AM TUES. DEC. 10, 1974

AVAILABLE FOR INVESTORS & OWNER OCCUPANTS

For specific instructions refer to Broker Letter 74-5, dated 11/1/74, which has been mailed to all brokers on our mailing roster. Extra copies are available at the Insuring Office. Brokers are invited to submit SEALED BIDS from INVESTORS or qualified OWNER-OCCUPANTS. Offers are to be submitted to the Insuring Office prior to the expiration period in a SEALED ENVELOPE WITH THE PROPERTY ADDRESS & BID OPENING DATE printed on the front. Do not put the purchaser's name on the envelop. Bids will remain sealed until the sale, at which time they will be publicly opened. In all sales, the highest bid above the MINIMUM OFFERING PRICE will be accepted, providing all conditions are met. The bid must be stated in $50 increments only. Only the winning bidder, upon notification by Hud, will be required to submit a deposit.

Potential INVESTOR BUYERS MAY SUBMIT OFFERS ON ANY NUMBER OF PROPERTIES IN THIS AD. They must, however, be capable of closing the sale on all houses wherein they were HIGHEST BIDDER.

Prospective owner-occupants may submit a sealed bid offer through the broker of their choice only one property per listing.

Due to the increasing number of available properties, listings may appear more often than as stated in Broker Letter 74-6. Check your papers daily.

ADDRESS	MINIMUM PRICE	CODE	BDRMS.	BATHS	APPROX TAXES
RANCHO CORDOVA					
3016 La Rue Way	23,500	G1	4	2	528
SACRAMENTO CENTRAL					
3921 Jasmine Street	13,500	B1	2	1	362
4027 Third Avenue	22,500	F1	4	2	577

Many HUD acquired properties not presently listed for sale will have "As-Is For Sale Signs" posted on them. Upon indication of bona fide interest from a potential owner-occupant, selling agents should notify immediately in writing. Such interest will cause an As-Is listing of the property on the next scheduled Advertisement in accordance with the Broker Letter, Section A.

HUD reserves the right to accept or reject any or all bids or to waive any informality in its procedures.

The properties listed herein are for sale to qualified purchasers without regard to their race, color, creed, or national origin.

TO THE PUBLIC
SEE ANY REAL ESTATE AGENT FOR INFORMATION REGARDING THESE PROPERTIES

EQUAL HOUSING OPPORTUNITY

Official Notice To Real Estate BROKERS

EQUAL HOUSING OPPORTUNITY

HUD HOMES FOR SALE — ALL CASH AS-IS
WITHOUT WARRANTY OR FHA INSURANCE

OFFICIAL LISTING DATE: November 28, 1974
10 DAY EXPIRATION: 4:30 PM MONDAY, December 9, 1974
SALE DATE: 11:00 AM Tuesday, December 10, 1974

AVAILABLE FOR INVESTORS & OWNER OCCUPANTS

For specific instructions refer to Broker Letter 74-5, dated 11/1/74, which has been mailed to all brokers on our mailing roster. Extra copies are available at the Insuring Office. Brokers are invited to submit SEALED BIDS from INVESTORS or qualified OWNER-OCCUPANTS. Offers are to be submitted to the Insuring Office prior to the expiration period in a SEALED ENVELOPE WITH THE PROPERTY ADDRESS & BID OPENING DATE printed on the front. Do not put the purchaser's name on the envelope. Bids will remain sealed until the sale, at which time they will be publicly opened. In all sales, the highest bid above the MINIMUM OFFERING PRICE will be accepted, providing all conditions are met. The bid must be stated in $50 increments only. Only the winning bidder, upon notification by Hud, will be required to submit a $500 deposit.

Potential INVESTOR BUYERS MAY SUBMIT OFFERS ON ANY NUMBER OF PROPERTIES IN THIS AD. They must however, be capable of closing the sale on all houses wherein they were HIGHEST BIDDER.

Prospective owner-occupants may submit a sealed bid offer through the broker of their choice only one property per listing.

The properties advertised herein have not been repaired. HUD makes no representations with regard to the condition of the properties or to their compliance with local codes. All properties are offered in their present As-Is condition without warranties of any kind.

"Any property listed with the initials "LBP" after the street address must have all LEAD BASED PAINT HAZARDS removed by the purchaser after the close of escrow. See Instructions in Broker Letter 74-6 dated 11-14-74.

Due to the increasing number of available properties, listings may appear more often than as stated in Broker Letter 74-6. Check your papers daily.

ALL CASH—AS IS

ADDRESS	PRICE	CODE	BDRMS.	BATHS	APPROX. TAXES
SACRAMENTO					
432 Senator Avenue	8,000	CASH	2	1	396
3713-19th Avenue	7,000	CASH	3	1	361
7504 Munfield Way	17,000	CASH	3	2	594
STOCKTON					
2212 S. Pilgrim Street	12,000	CASH	3	1	396

Many HUD acquired properties not presently listed for sale will have "As-Is For Sale Signs" posted on them. Upon indication of bona fide interest from a potential owner-occupant, selling agents should notify immediately in writing. Such interest will cause an As-Is listing of the property on the next scheduled Advertisement in accordance with the Broker Letter, Section A.

HUD reserves the right to accept or reject any or all bids or to waive any informality in its procedures.

The properties listed herein are for sale to qualified purchasers without regard to their race, color, creed, or national origin.

TO THE PUBLIC
SEE ANY REAL ESTATE AGENT FOR INFORMATION REGARDING THESE PROPERTIES

EQUAL HOUSING OPPORTUNITY

Some Xmas Hems Unsafe

The Christmas shopping season is upon us, with its hustle and bustle, joy and frustration. The spirit of giving, particularly to the young, becomes a dominant part of our lives.

But there may be a spectre at the feast.

"Each year thousands of children in California are injured -- some seriously -- by unsafe toys," said State health director William E. Mayer, M.D.

"Approximately 150,000 toy-related injuries nationally were treated in hospital emergency rooms last year. Injuries included cuts and punctures, electrical shocks and burns, chemical burns, poisoning. In many cases, eyes were seriously camaged."

Mayer said some gifts are inappropriate, particularly for younger children. Some may be dangerous for any child.

To prevent injuries from toys, the State Department of Health, Department of Consumer Affairs and U.S. Consumer Product Safety Commision will conduct a "Toy Alert" for the third consecutive year. It is intended to aid parents in choosing safe Christmas gifts for their children.

Mayer said his department's food and drug section is responsible for enforcing the California Hazardous Substances Act. This law was amended in 1972 to cover the labeling, manufacture, and sale of toys and other children's articles that may prove to be unsafe.

"The California law enables us to ban toys that have electrical, thermal, and mechanical hazards or those containing hazardous substancies." he said.

"We can quarantine toys when there is probable cause to believe they are hazardous. Most retailers cooperative by voluntarily removing these articles from their shelves."

Mayer said state inspectors already are answering questions and responding to complaints about toys and other gifts. He said a pamphlet listing helpful hints for choosing toys, "For Kids' Sake," can be obtained from the department. Information on banned toys also is available.

Tire Sales Down...

(CONTINUED FROM PAGE G-1)

but would not have firm figures of how many would be involved for a week.

Goodyear Tire and Rubber Co., Chrysler's major tire supplier, says it is cutting back production of conventional tires at its Jackson, Mich., plant, and putting 800 of 1,900 workers there on a four-day, 32-hour week for the remainder of the year.

There are about 20,000 firms which regularly supply the auto companies, and another 20,000 to 40,000 companies that fill occasional automotive component order.

Auto production this year is down 2 million units from 1973, and the makers plan to trim November output to its lowest level in four years.

The sales slump also has had a crushing effect on many of the Detroit area's small tool shops, which make prototypes and dies for future models.

Ned Stirton, head of the Detroit Tooling Association, says "the outlook is pretty dismal" for sheet metal die firms.

James McDonald, owner of the commerical Kellering Co. in Detroit, said business at his 12-man rough finish die shop "has dried up" because the Big Three have stopped their orders.

HUD'S 'AS—IS' Policy Of Marketing...

(Continued from Page G-3)

The widest gap, however, between men and women in the area of education, appears at the professional level. Only 9 percent of all sientists are women; 7 percent of all physicians; 3 percent of all lawyers, and just one percent of all engineers and Federal judges, education is one field which attracts women in significant numbers, but here again, women are not significant represented in the top level administrative position.

The income gap between the sexes acutely widens in the case of male and female managers. Nearly 7 out of 10 men, but only 2 out of 10 women salaired managers, earned $10,000 or more in 1971; while 1 out of 10 men, but only 1 out of 100 women earned $25,000 or more. Hopefully, the Affirmative Administrative of Federal laws will reduce the number of artificial barriers that hinder women seeking equal opportunity in the normal endeavors of life.

Today's American women lives in a country with 105 million other women; where the expectation of life for a baby girl is 74 years; where the average citizen lives on $4,000 a year; where 54% of femals of Spanish origin with income in 1973 made less than three-thousand dollard ($3,000); where 25 million people are hungry, and where large proportions of Black working women are domestic and service workers earning $3,000 a year or less.

Almost two-thirds of American women live in cities. A recent random survey conducted by the National Association of Realtors has revealed that single women are purchasing homes, condominiums, and investment property in increasing numbers. HUD figures show that 4.5 percent of the existing home mortgages insured by FHA in 1970, went to single females. In 1973, the figure jumped to 7.7 percent of the market, accounting for more FHA insured mortgages than for single males, who had 7.3 percent of the market.

In relation to the total population, one-tenth of all white people are poor, but about one-third of all Black are poor. Out of every 10 poor persons, four are children. More than one family in ten is headed by a women.

There 5-1/2 million families headed by women in the United States, of which 43 percent are headed by widows, and 46 percent by divorced or separated women. About two million of these families are below the proverty level.

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Single Family Homes

IN CITRUS HEIGHTS
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SPECIAL PURCHASE
1974 PINTO RUNABOUTS
3 TO CHOOSE FROM

All have automatic transmission, radio, heater, Lic. Nos. 877KBF, 880KBF, 876KBF.

$2388

$188 Dn. $81.89 per mo.

On approved credit, 36 months, cash price $2,534.28 Incl. tax & lic. Deferred price $3,136.04. A.P.R. 15.16

SPECIAL PURCHASE
1974 PINTO WAGONS
9 TO CHOOSE FROM

All have automatic transmission, radio, heater, wsw, Lic. nos. 712JYQ, 710JYQ, 202JYQ, 099KUS, 345JYQ, 965JYQ, 403JYQ, 485JYQ, 385JYQ.

$2588

$188. Dn. $89.98 per mo.

On approved credit, 36 months. Cash price $2746.28 incl. tax & lic. Deferred price $3427.28. APR 16.03.

SPECIAL PURCHASE
1974 MAVERICKS
7 TO CHOOSE FROM
2 DRS. & 4 DRS.

All have automatic transmissions, radio, heater, Lic. Nos. 714LPW, 069KRK, 065KRK, 072KRK, 729KRN, 746KBQ, 080KRK.

$2788

$188 Dn. $89.89 per mo.

On approved credit, 39 months, cash price $2,958.28, Inc. tax. & lic. Deferred price $3,424.04. A.P.R. 14.53.

SPECIAL PURCHASE
1974 MUSTANG

Auto. trans., radio, heater. Lic. No. 187KRN.

$2988

$188 Dn. $89.99 Per Mo.

On credit approval, 42 months, cash price $3,170.28. Inc. tax & license. Deferred price $3,962.96. A.P.R. 13.76%

BRAND NEW
1975 GRANADA

2 dr. 250 CID engine, 3 speed, bucket seats, carpeting, Man. front disc brakes, reclining seat, sound and ride package, opera wind. Order Your Color Choice Today

$3698

BRAND NEW
1975 LTD LANDAU

400 CID V8 engine, factory air, power steering, AM-FM radio, Landau lux. group, Dlx. wheel covers, fender skirts, tilt steering wheel. HR78x15 wsw. Ser. No. 5J64S119449.

$1000 DISCOUNT From factory sticker price

Immediate Delivery

BRAND NEW
1975 T-BIRD

2 dr. HT, factor air, auto. trans., power steering, speed control. tilt wheel, priv. seat, pwr. ant., light group. power lock group, Dlx. mini vent windows. custom ext, mouldings, wsw, Ser. No. 5J87A112625.

$1500 DISCOUNT from factory sticker price

Immediate Delivery

BRAND NEW
1974 PINTO

2 DR. 4 speed trans., 4 cyl. engine, bucket seats, front & rear bumper guards. Ser. No. 4R10X218267.

1974 CLEARANCE PRICE **$2387**

IMMEDIATE DELIVERY

BRAND NEW 1974
PINTO RUNABOUT

4 Speed trans., frt. & rear bumper guards. AM radio, wsw, tinted glass, Blue color. Ser. No. 4R11Y212941.

1974 CLEARANCE PRICE **$2887** Ser. No. 4R11250614.

IMMEDIATE DELIVERY

BRAND NEW 2 DOOR
1974 MUSTANG HARDTOP

V6, engine, 4 speed, bucket seat front disc brakes, Carpet, many other extras. Ser. No. 4R02R14915.

$2997

IMMEDIATE DELIVERY

SUPER SAVINGS

71 CHEV.
Vega 2 Door, radio, heater, 4 speed transmission, Lic. No. 541EWX.
$1188

73 PINTO
Sedan. Radio, heater, 4 speed transmission. Lic. No. 925HBZ.
$1988

66 FORD
Station Wagon. Radio, heater, power steering, factory air conditioning, automatic. Lic. No. 750CGV.
$788

71 JAVELIN
2 Door Hardtop, 8 cylinder, radio, heater, power steering, factory air conditioning, automatic, vinyl top. Ser. No. 175158.
$1788

72 VW
Bug. Radio, heater, automatic. Lic. No. 241EEV.
$1788

72 COURIER
Pickup. 4 cylinder, radio, heater, 4 speed transmission, excellent condition. Lic. No. 479JAX.
$1988

71 CHEVELLE
2 Door Sedan. Radio, heater, standard. Lic. No. 240EEN.
$1488

72 PINTO
2 Dr. Sedan. Radio, heater, 4 speed transmission. Lic. No. 991GDV.
$1488

74 MATADOR
2 Door Hardtop, 8 cylinder, radio, heater, power steering, power brakes, factory air conditioning, automatic, vinyl top. Lic. No. 589KUC.
$3588

70 MAVERICK
6 cylinder, radio, heater, standard. Lic. No. ZGX603.
$1088

74 DEMO SALE

Even Greater Savings on Over 14 Demonstrators and Executive Cars
All on Display this Weekend.

74 ELITE — Elite Torino, am-fm radio, heater, power steering, power brakes, factory air conditioning, automatic, wsw tires, vinyl top, 400 CID V8, tilt steering wheel, power windows, light grp., and 15" HR78x15 radial tires. Ser. No. 4G21S261533.

74 MUSTANG II — Ghia, factory air, automatic transmission, power steering, AM-FM radio, sunroof, forged alum. wheels, tinted glass, wsw tires. Ser. No. 4R04Z289669.

74 LTD — Brougham 2 dr. hdtop, am-fm radio, heater, power steering, power brakes, factory air conditioning, automatic, wsw tires, vinyl top, conv. grp., spd control, tilt wheel, power windows, elect. door locks, radial tires. Ser. No. 4J68A144756.

74 LTD — LTD. 4 dr. sedan, radio, heater, power steering, power brakes, factory air conditioning, automatic, wsw tires, vinyl top, T-glass, power windows, (5) radial tires. Ser. No. 4J63S101431.

74 ELITE — 351 V8 eng., air conditioning, automatic trans., power steering, radio, tinted glass, wsw. Ser. No. 4621H229223.

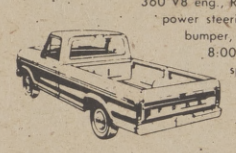
74 LTD — LTD. 4 dr. sedan, radio, heater, power steering, power brakes, factory air conditioning, automatic, wsw tires, vinyl top, conv. grp., T-glass, dlx. whl. covers, 400 CID eng. Ser. No. 4J63S105960.

Plus 8 More To Choose From

FORD TRUCKS — TRUCK DEPARTMENT
OVER 100 TO CHOOSE FROM

BRAND NEW 1975
¾ TON PICKUP

360 V8 eng., Ranger Package, auto. trans., power steering, AM radio, mirrors, step bumper, tint glass, frt. & rear shocks. 8:00x16.5 10 ply tires, and spare. Ser. No. F25YRV20347.



$4997

BRAND NEW 1974
COURIER and CAMPER SHELL

4 speed transmission, 4 cylinder engine, tool kit. Ser. No. SGTAPU38488.

74 CLEARANCE PRICE **$2997**

IMMEDIATE DELIVERY

BRAND NEW 1975
¾ TON PICKUP
and Cab-over camper.

Ski special truck has auto. trans., 360 V8 eng. Power steering, tinted glass, 699GVW, am radio, 800x16.5 10 pr. tires with spare, Ser. F25YRV24691.
Camper 8' Cab-over, King size bed stove inc. box sink, sleeps 4, fire ext. No. 40807, 5 year fin. avail.

$5987

Immediate Delivery

NEW 74 VAN

E100 S.W.B. Cargo Van. Heater, power steering & brakes, automatic. Custom equip. package, rear door glass, padded instrument full width, front door positioner, tinted windshield, ex. cooling radiator. Ser. E14GHV25783.

$3988

IMMEDIATE DELIVERY

NEW 75 PICKUP

6 cyl., 250 CID eng., F100 custom, behind seat storage GVW4650, front-rear disc brakes, solid state ignition, G78x15 tires and spare, chrome bumper & grille, mirrors, vinyl seats, heater & defroster, Ser. No. F10BRV47252.

$3487

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OPEN MONDAY THRU SATURDAY 9-9 SUNDAY 10-7
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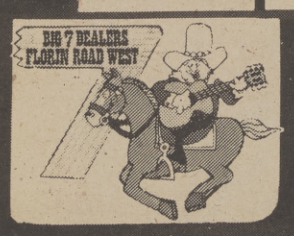
Prices good thru Sunday, Dec. 1, 1974



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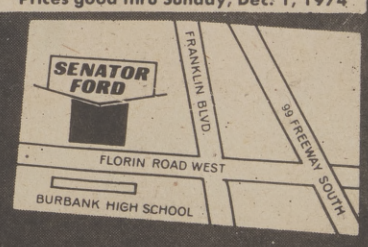

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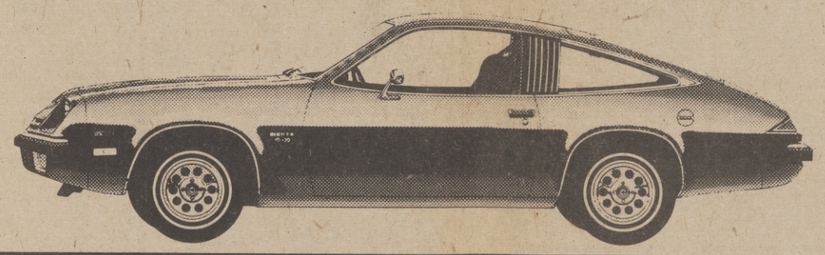

Tinted glass, body side mouldings, air conditioning, sport mirror, radial whitewalls, radio. 1R07B52108202. No. 6365. 48 payments, $399 cash or trade, on credit approval. Cash price $4326. Deferred payment price $5890.20. ANNUAL PERCENTAGE RATE 12.79%

$114.40 mo.

75 VEGA

Tinted glass, 4 speed, belted radials. IV11B5C118525. No. 6375. 48 payments, $399 cash or trade. On credit approval. Cash price $3247. Deferred payment price $4397.40. ANNUAL PERCENTAGE RATE 12.79%

$83.30 mo.

75 NOVA

Tinted glass, automatic, radio, belted radials. 350 V8. 1X27L5L122107. No. 6276. 48 payments, $399 cash or trade. On credit approval. Cash price $3571. Deferred payment price $4847. ANNUAL PERCENTAGE RATE 12.79%

$92.67 mo.

75 CAMARO

Tinted glass, console, power brakes, radial wsw, rally wheels. 1Q87D5N520338. 48 payments, $399 cash or trade, on credit approval. Cash price $3981. Deferred payment price $5413.56. ANNUAL PERCENTAGE RATE 12.79%

$104.47 mo.

75 IMPALA

Tinted glass, air conditioning, AM radio, wsw. 1L57L5J145358. No. 6327. 48 payments $399 cash or trade. On credit approval, cash price $4565. Deferred payment price $6365.40. ANNUAL PERCENTAGE RATE 12.79%

$124.30 mo.

75 MALIBU

Tinted glass, 350 4 barrel, V-8, automatic, tilt wheel, radial ww. 1C37S5Z423869. No. 6412. 48 payments, $399 cash or trade on credit approval. Cash price $4363. Deferred payment price $5936.76. ANNUAL PERCENTAGE RATE 12.79%

$115.37 mo.

75 MONTE CARLO

Tinted glass, 350 4 barrel, automatic, belted radial wsw. 1H57L5Z424006. No. 6411. 48 payments, $399 cash or trade on credit approval. $4947 cash. Deferred payment price $6856.92. ANNUAL PERCENTAGE RATE 12.79%

$134.54 mo.

75 CAPRICE

Tinted glass, power windows, air conditioning, cruise master speed control, 400 4 barrel, radials. 1N47U5J155849. 48 payments, $399 cash or trade, credit approval. $5158 cash. Deferred payment price $7038.36. ANNUAL PERCENTAGE RATE 12.79%

$138.32 mo.

75 FLEETSIDE

Tinted glass, bench seat, air conditioning, heavy duty rear springs, heavy duty front shocks, 350 CID 4 barrel. Automatic, power steering. CCY1452118122. No. 1328. 48 payments, $399 cash or trade, on credit approval. $4740 cash. Deferred payment price $6509.88. ANNUAL PERCENTAGE RATE 12.79%

$127.31 mo.

Prices Good 11/30 thru 12/1 Subject to Prior Sale

75's Less Than 74's

74 DEMO'S ON SALE

IMPALA 2 DR. CPE. — $4032
V8, A-C, AT, PS, PB, vinyl roof, 1L47U4X123469, No. 4939.

IMPALA 4 Dr. SPORT SED. — $3914
V8, A-C, AT., PS., PB., vinyl roof. No. 1L394C112714. No. 4864

IMPALA 4 DR. Sport SEDAN — $3832
Tinted glass, air conditioning, 350 4 barrel. 1L39L4C113122. No. 4869

CAPRICE CLASSIC 2 DR. — $4444
V8, AT, A-C, PS, PB, vinyl top power seat, am-fm radio, No. 1N47Y4C122632. No. 4941.

CAPRICE CLASSIC 4 DR. SPORT — $4487
V8, AT, A-C, PS, PB, vinyl top No. 1N39Y4C119897, No. 4933.

IMPALA 2 DR. CUSTOM — $3803
Tinted glass, air conditioning, 350 4 barrel. 1L47L4C113864. No. 4876

IMPALA 2 DR. SPORT CPE. — $4190
Tinted glass, AT, V8, PS, PB, A-C, tilt wheel, belted whitewalls, No. 1L57U4S191233. No. 5550.

CAPRICE CLASSIC 2 DR. CPE. — $4273
Tinted glass, air conditioning, V8, AT, PS, PB, vinyl top, No. 1N47Y4C122403. No. 4935.

LEASE A'75 NOW!

A Geered Up Lease Saves You Money, with the most Complete Selection.

75 MONZA 2 + 2

Tint glass, body side moldg., air conditioning, sport mirrors, hydramatic trans., AM radio. No. 1R07B52107552. No. 6404.

$117.94 mo.

36 mo. lease, on credit approval.

OK GEER USED CARS

72 LTD — $2695
Coupe. Radio, heater, power steering & brakes, factory air conditioning, automatic, wsw tires, vinyl top. No. 1227. Lic. No. 778GEI.

71 DODGE DEMON — $1895
Radio, heater, factory air, standard, wsw tires, vinyl top. No. 1223. Lic. No. 019CHO.

71 CHEV. VAN — $2695
Radio, heater, automatic, V-8. No. 1218. Lic. No. 92604H.

73 DODGE 4 WHEEL DRIVE PICKUP — $4395
Radio, heater, power steering & brakes, automatic. No. 1205. Lic. No. 63853M.

74 NOVA — $2995
Radio, heater, power steering, automatic, wsw tires. No. 1040. Lic. No. 082JYF.

73 PONTIAC LE MANS — $2995
Radio, heater, power steering & brakes, factory air conditioning, automatic, wsw tires, No. 9789. Lic. No. 569GUV.

74 DATSUN ½ PICKUP — $2795
Heater, 4 speed transmission. No. 1215. Ser. No. PL620-388106.

69 CAMARO — $1795
Radio, heater, power steering, factory air conditioning, automatic, wsw tires. No. 1191. Lic. No. ZDX930.

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SPORTS

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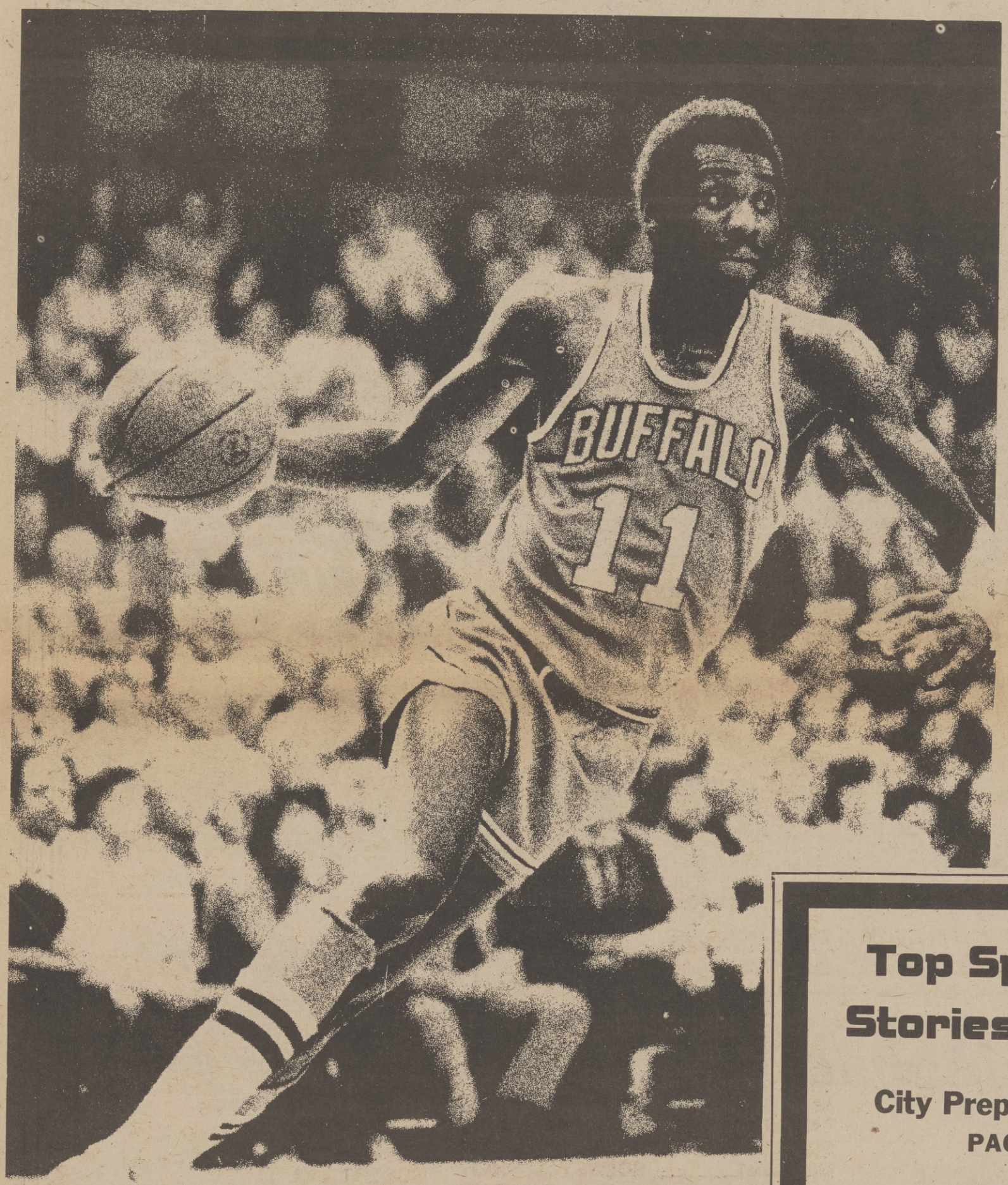


Buffalo Braves' Bob McAdoo tore the league apart in his last season, scoring 31 points a game while shooting near 55 per cent. He remains super this year as he is second only to Rick Berry in NBA scoring.

NBA

STANDINGS

WESTERN CONFERENCE

PACIFIC DIVISION

	W	L	Pct.	GB
Warriors	13	6	.684	—
Seattle	10	9	.526	3
Portland	9	10	.474	4
Los Angeles	6	10	.375	5½
Phoenix	7	11	.389	5½

MIDWEST DIVISION

	W	L	Pct.	GB
Chicago	10	9	.526	—
KC-Omaha	10	9	.526	—
Detroit	10	10	.500	½
Milwaukee	4	13	.235	5

EASTERN CONFERENCE

CENTRAL DIVISION

	W	L	Pct.	GB
Washington	13	5	.722	—
Houston	11	6	.647	1½
Cleveland	9	8	.529	3½
Atlanta	7	11	.389	6
New Orleans	2	17	.105	11½

ATLANTIC DIVISION

	W	L	Pct.	GB
Buffalo	15	4	.789	—
New York	11	7	.611	3½
Boston	10	9	.526	5
Philadelpha	7	10	.412	7

SCORING LEADERS

NBA

	FG	FT	Pts.	Avg.
Barry, Golden State	251	112	614	32.3
McAdoo, Buffalo	215	153	583	30.7
Scott, Phoenix	205	82	492	27.3
Lanier, Detroit	207	82	496	24.8
Monroe, New York	175	77	427	23.7
Havlicek, Boston	179	90	448	23.6
Carr, Cleveland	173	52	398	23.4
Haywood, Seattle	177	78	432	22.7
Wicks, Portland	146	130	422	22.2
Walker, Chicago	149	79	377	22.2

OTHER LEADERS: REBOUNDS—Lacey (K.C.-Omaha), 15.7 average; ASSISTS—Porter (Washington), 7.7 average; STEALS—Frazier (New York), 2.93 average; FIELD GOAL PCT.—Nelson (Boston), .557.

Top Sports Stories Inside

City Prep Champs
PAGE 2

Jackson Trade?
PAGE 3

All-Americans
PAGE 5

Two Ali's Needed
PAGE 7

Athletic Fund

The Oak Park Athletic Center held its second fund-raising boxing show on Friday at the center, 3418 Broadway.

Oak Park boxers Nick Maldonado, Chriss Grimble and Bobby Gonzalez competed against boxer from West Sacramento, Woodland and Stockton in exhibition matches.

The main event featured Tony Lopez versus Kiki Garza of Woodland.

State Bantamweight Championship

The California State Bantamweight Championship will be held at the Memorial Auditorium on December 3, at 8 p.m.

The contenders will be Joe Guevara of Sacramento versus

(Continued on Page H-2)

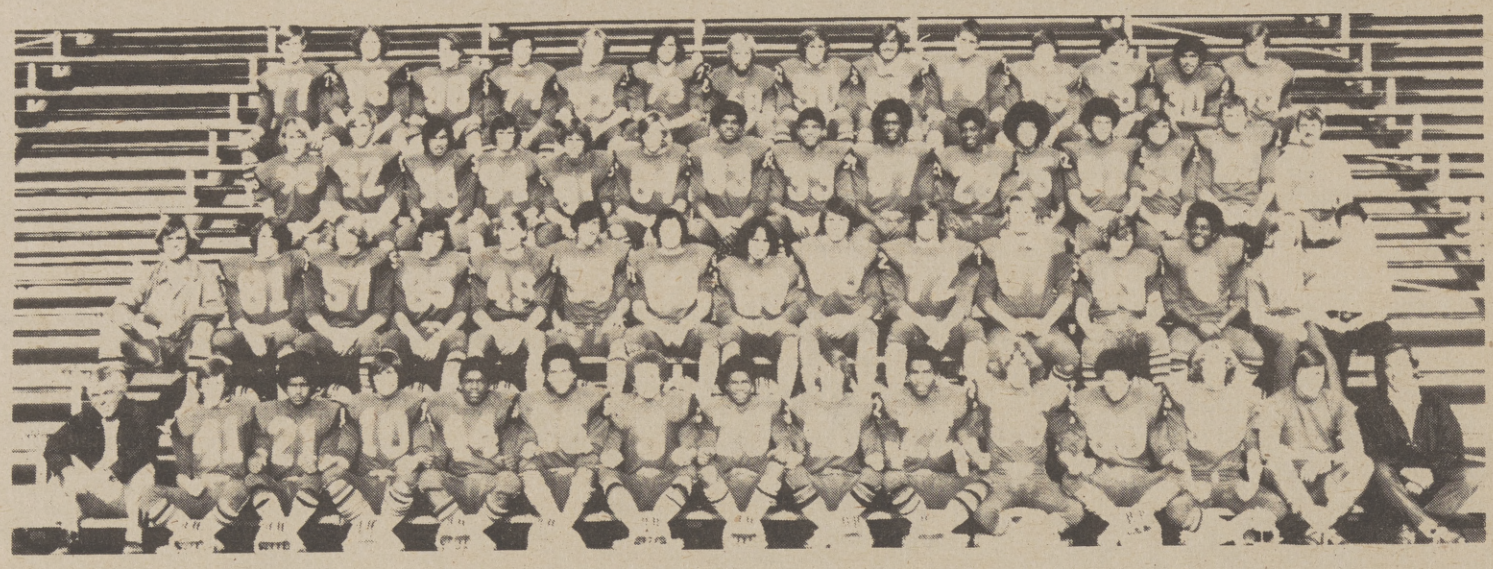
ARC Wheelchair Faculty Game

A team of American River College faculty members will face the Capital Cigar squad in a wheelchair basketball preliminary to the regular cage clash between ARC and visiting Butte College at 5:30 p.m. Dec. 6, at the ARC gym.

Regular admission will be charged for the game, which will see the rebuilding Beavers pitted against the state's top-ranked small community college basketball team.

Admission is $2 for adults and 50 cents for children 12 and under. Visiting students' admission is $1.

BATTLE FOR PREP CHAMPIONSHIP



The Cordova High School Lancers will battle the Mira Loma High School Matadors for the Capitol City Prep Football Championship this weekend at Hughes Stadium. The Lancers are 10-0 for the season, while the Matadors have a 6-4-1 record. The Cordova team is favorite to win the contest. The fast, wishbone-running team has scored a total of 957 points in their last three seasons. A large crowd is expected for the play-offs Friday night.

CSUS Is 'Dark Horse' In Basketball Season

Coach Jack Heron is labeling CSU Sacramento as a "Dark Horse" candidate for the upcoming basketball season. Heron cites good size and speed as the Hornets main attributes.

In his sixth year, Heron along with assistant coach Dan Hill are welcoming back eight lettermen from last year's 6-8 (11-16) squad. Letterman Greg Vaughn will be red-shirted this year.

Among those returning are Kevin Mooney, a starter last year. Moody, a 6-7 Center-Forward, is an excellent outside shooter. Mike McCormack, a 6-0 Guard, is also back. The two year letterman captained last year's team but is having a slow start after a preseason injury.

Last season's most valuable performer will also be with the Hornets this year. He's Gary McHolland, a 6-5 Center who is another one of Coach Heron's preseason injured. The agile senior hurt his ankle and is still less than 100 per cent.

Some outstanding newcomers include Bill Bates, an all confrence forward from Sac City, Roy Deaton, a 6-8 Center from ARA; Joe Garland, a 6-3 Guard from ARC; and De King, a 6-6 Center from Santa Barbara. King is the best defensive pivotman on the team. The biggest man on the squad is Dan Cunningham who goes 6-10. He will be eligible on January 27.

Boxing At Memorial Aud....

(Continued from Page H-1)

Frankie Duarte of Los Angeles. Guevara is undefeated in 13 professional bouts and Duarte has won all of 17 professional fights.

Duarte ranks third in the United States, and Guevara is ranked fifth in the Bantamweight Ratings and tenth in the North America Boxing Federation Featherweight Ratings.

Pete Rnazany and Karl Vinson, both of Sacramento, will appear against opponents yet to be named.

And in the amateur division Dave Long and Eddie Alexander, both of Sacramento will meet opponents also to be named.

Tickets are $4, $6 and $8.

DOMESTIC ESTIMATES FOREIGN

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SACRAMENTO, CA. 95814

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NFL STANDINGS

NATIONAL CONFERENCE

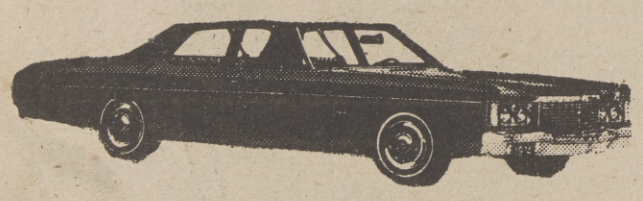
	W	L	T	Pct.	PF	PA
WEST						
X-L.A.	8	3	0	.727	197	137
S. F.	4	7	0	.364	184	202
N. Orlns	4	7	0	.364	122	199
Atlanta	2	9	0	.182	84	215
CENTRAL						
Minn.	7	4	0	.636	223	161
Grn. Bay	6	5	0	.545	187	153
Detroit	6	5	0	.545	189	192
Chicago	3	8	0	.273	115	196
EAST						
St. Louis	9	2	0	.818	246	173
Wash.	8	3	0	.727	232	155
Dallas	6	5	0	.545	209	168
Phila.	4	7	0	.364	158	179
NY Gints	2	9	0	.182	161	237

AMERICAN CONFERENCE

	W	L	T	Pct.	PF	PA
WEST						
X-Oakld	9	2	0	.818	280	173
Denver	5	5	1	.500	234	236
K. City	4	7	0	.364	195	238
Sn Diego	3	8	0	.273	153	237
CENTRAL						
Pittsbrgh	8	2	1	.773	247	156
Cincinati	7	4	0	.636	258	185
Houston	5	6	0	.455	181	211
Cleveld	3	8	0	.273	203	275
EAST						
Miami	8	3	0	.727	252	170
Buffalo	8	3	0	.727	234	205
New Eng.	7	4	0	.636	278	193
N.Y. Jets	4	7	0	.364	187	238
Baltimore	2	9	0	.182	136	261

X—Clinched Division title.

Jerry's Mobile Service



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SPORTS SCHEDULE

KPOP-KPIP

Saturday, November 30
Army vs. Navy
9:55 a.m.
KPOP ONLY

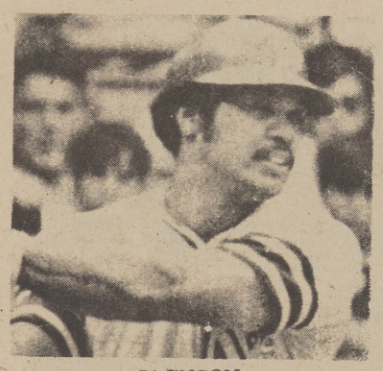
Notre Dame vs. Southern California
1:35 p.m.
KPOP-ONLY

Sunday, December 1st
Oakland Raidsrs
vs.
New England Patriots
12:40 p.m.
KPOP-ONLY

Monday, December 2nd
NATIONAL FOOTBALL
Cincinnati at Miama
5:45 p.m.

CAMELIA BOWL, Saturday, December 14th 11:05 a.m.
GOLDEN STATE WARRIORS BASKET, December 3rd on KPOP.

K-POP 1110 AM
K-PIP 93.5 FM



JACKSON

Reggie Jackson May Be Traded

OAKLAND - Oakland A's owner Charles O. Finley is being coy about it, but portents are increasing that superstar Reggie Jackson actually may be traded.

Queried in Chicago about a weekend report that Jackson might be dealt to Baltimore, Finley refused to confirm the rumor - but he did not deny it, either.

"I can't comment on that other than to say clubs have continually called me for the last few years asking about the avilability for many of my players," Finley said. "But I will not bandy around names - names of my players or players on other clubs."

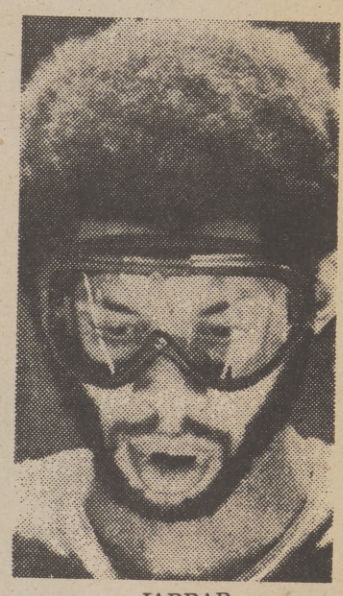
The fact that he did not scotch the story outright lends credence to it.

Finley reportedly has been discussing a deal with the Orioles which would deliver his prize slugger in exchange for second baseman Bobby Grich and pitcher Ross Grimsley. The O's supposedly countered with an offer of Grich an outfielder Don Baylor.

Jackson could not be reached for comment at his Berkeley home.

Kareem's Eye Protectors

That fellow in the goggles isn't the world's tallest jockey. It's 7-foot-2 Kareem Abdul-Jabbar, National Basketball Association center, who has just returned to the Milwaukee Bucks lineup. Jabbar is wearing the protective goggles because of the corneal injury received in an exhibition game Oct. 5. "I'm going to wear those glasses for the rest of my career, man," he said. "I'm down to my last pair of eyeballs."



JABBAR

Camellia Bowl Game Televised Nationwide

Bud Wilkinson will be the expert commentator and Bill Flemning the announcer for ABC - TV when Sacramento's 2ad National Football Championship the 14th Annual Camellia Bowl Game - gets underway on Saturday, December 14.

The eight teams to play in the first-round playoffs on November 30 were named this week. These are Youngstown State University who will need the University of Delaware in Newark and Alcorn State University will meet in the Grantland Rice Bowl on December 7. Western Carolina will meet Louisiana Tech in Ruston, Louisiana, and Bois State will travel to meet Central Michigan. The Pioneer Bowl in Wichita Falls, Texas, will host the winners of these two games on December 7 with the winner of the two bowl games meeting on December 14 in Sacramento.

Again this year, the game will be telecast nationwide with the Sacramento area blacked out.

Tickets, priced at $6.00 for reserved seats and general admission at $3.00 and $1.00, are on sale at the Camellia Bowl Office, 905 - 23rd Street, as well as CVC Sporting Goods, Christie's Elbo Room, and Sargents Sports Shops.

Hayes Elated Over Bowl 'Trip

COLUMBUS, Ohio -- "We got it because we earned it," said a jubilant Ohio State Cach Woody Hayes after his Buckeyes were selected this week by Big Ten athletic directors for an unprecedented third consecutive Rose Bowl trip.

"This is just great," said Hayes, who waited several hours for the announcement, which came nearly two and a half hours after it had been scheduled.

"Actually, they couldn't go any other way because we beat the other team," said Hayes, whose Buckeyes nipped Michigan, 12-10, Saturday to tie the Wolverines for the conference championship.

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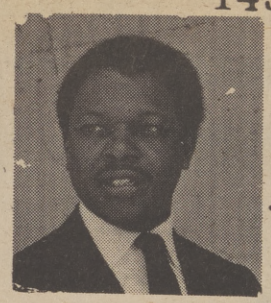

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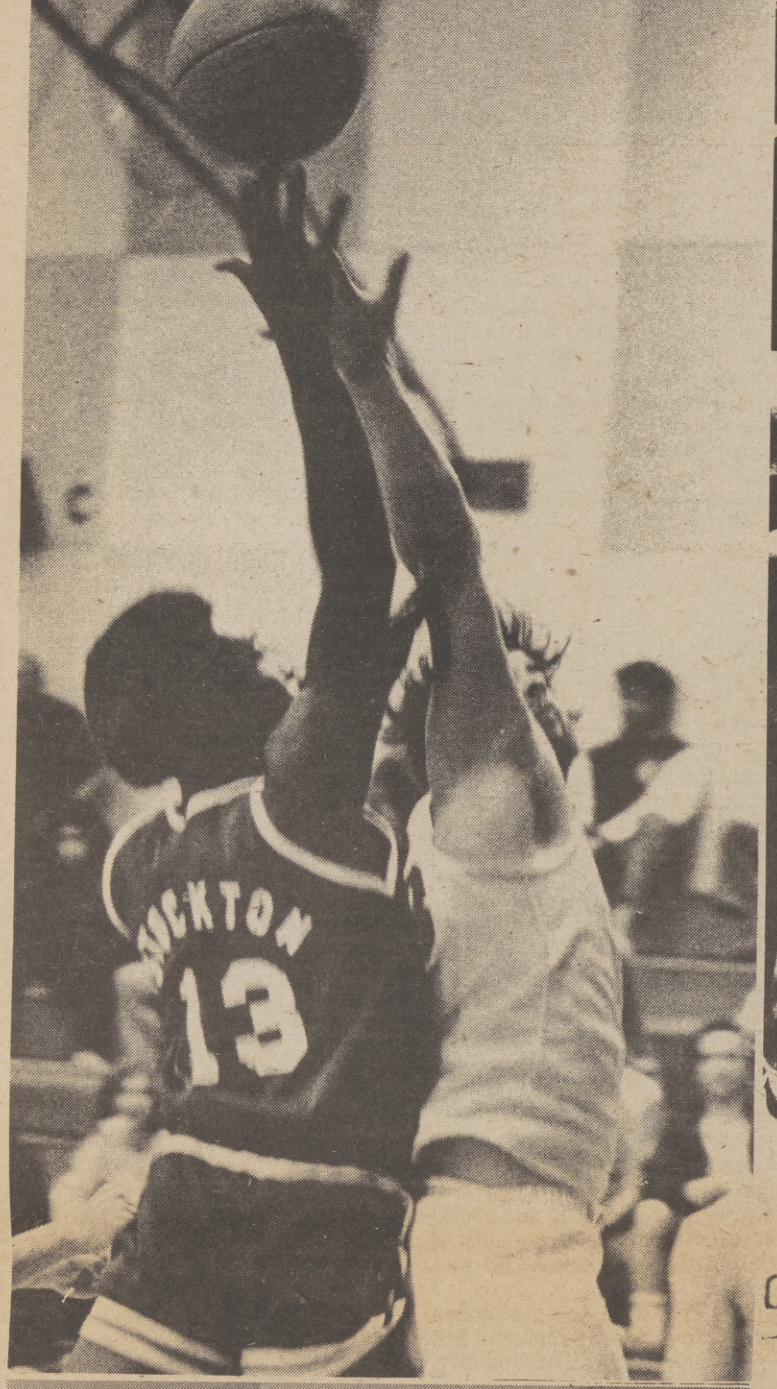
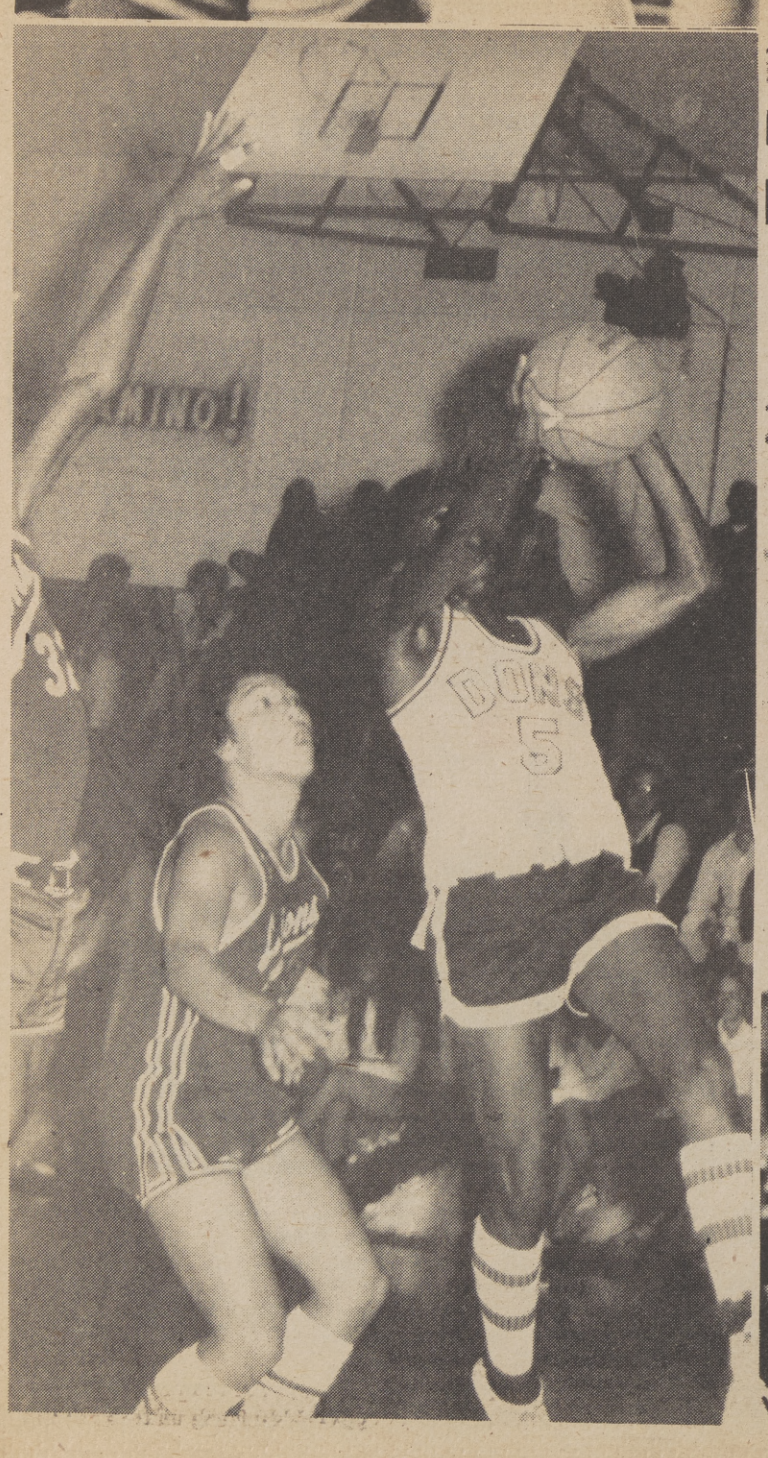
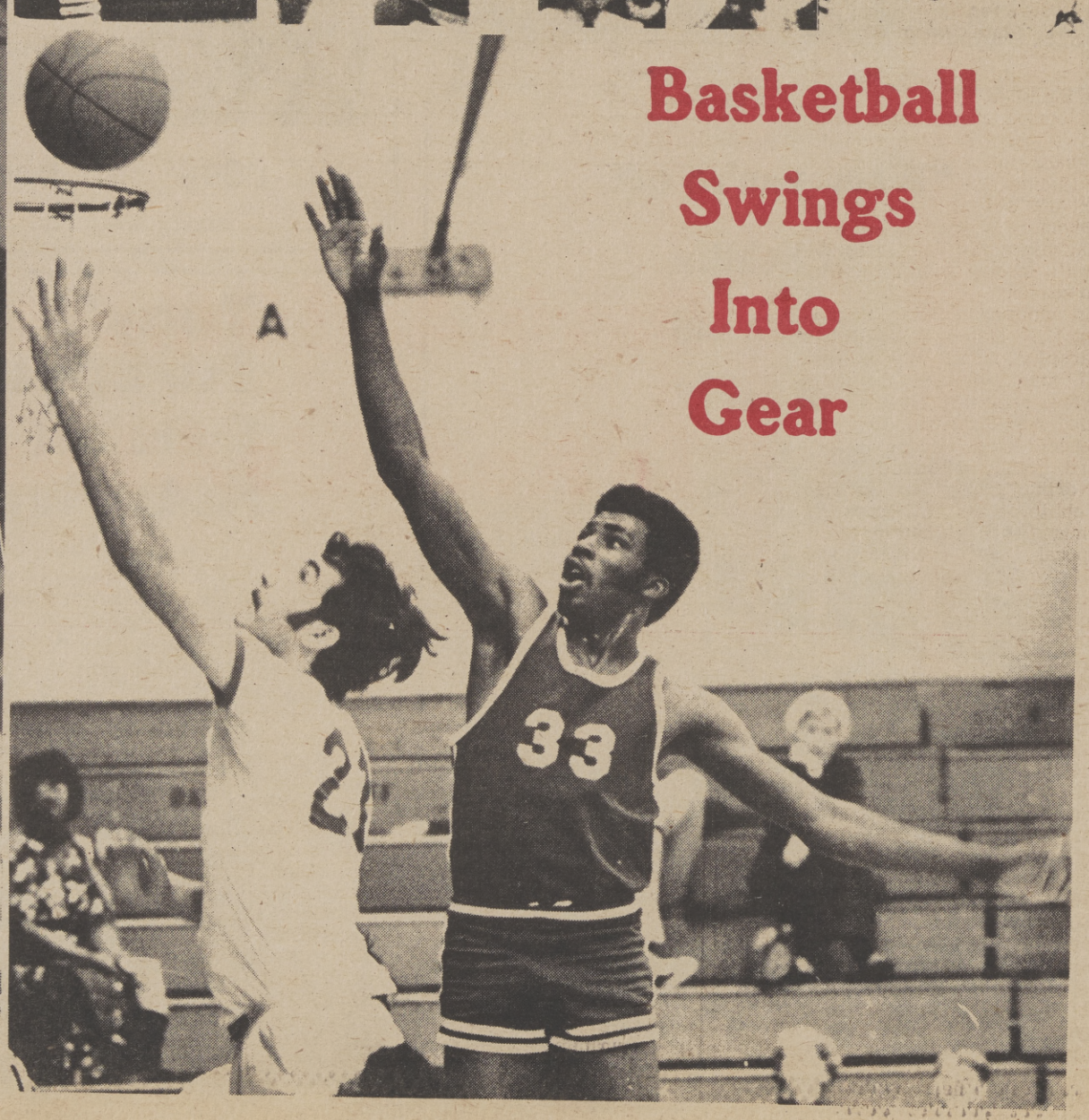




Basketball Swings Into Gear



North Carolina State Defends Crown

Horace Greeley's advice to those seeking their fortune in the 19th century hangs like a cloud over the upcoming college basketball season.

For four schools, whose former or prospective stars have joined pro teams in the West, it might be why they won;t be NCAA national champions this year, while for more than a dozen others it offers genuine hope for the pot of gold at the end of the rainbow.

North Carolina State, the defending champion, returns all but one starter, but that missing one is 7-foot-4 Tom Burleson. Although the giant center apparently has shrunk two inches since joinint the NBA's Seattle Supersonic, his absence is still a mighty big gap for the Wolfpack to fill.

That's why they may not repeat as champions.

Why they may is David Thompson, who is merely sensational on his off nights. Since the quiet 6-5 forward-guard, offensive-defensive specialist joined the Wolfpack varsity, they have won 57 games and lost one.

The second, or first, logical choice for the National Title would be UCLA-who else?

But the Bruins no longer have Bill Walton, now with the NBA's Portland Trail Blazers, so John Wooden is working with a dozen other high school All-Americas. But there are no Bill Waltons or Kareen Abdul-Jabbars in the group.

And Notre Dame lost John Shumate, who decided to forgo his senior year to sign with the Phoenix Suns.

Then there's Maryland and Moses. After just one day on the college park campus, Moses Malone traded in the riches of knowledge for some long green being flashed by the ABA's Utah Stars.

The Atlantic Coast Conference has three legitimate contenders for the national title in N.C. State, North Carolina and Maryland. Yet, come ACC tournament time, Clemson could win the whole thing.

Clemson coach Tates Locke has a pair of prize recruits in guard Skol Wise and forward Stan Rome. The Tigers also have the ACC's best big man, 7-0 sophomore Wayne "Tree" Rollins, plys guard Van Gregg, the team's leading scorer the past two seasons.

In addition to David Thompson, N.C. State's Wolfpack has sparkplug guard Monte Towe and his backcourt mate Mo Rivers, returning, plus 6-7, 230 pound Tim Stoddard and 6-8 Phil Spencer. Kenny Carr, a 6-7 forward, is the top recruit.

North Carolina has the size to obliterate its ACC opponents in musclemen Ed Stahl and Mitch Kupchak, who each go about 6-10. Walter Davis, a super swing man, and Ray Harrison the returning starters, while freshman phenom Phil Ford will be the other.

Despite losing Malone, Maryland may have the best backcourt in the country with juniors John Lucas and Mo Howard. New York City star Steve Shepherd, a 6-5 sophomore who was academically ineligible last year, and veteran seniors Tom Roy and Owen Brown will start up front, with 6-9 freshman Chris Patton in reserve.

South Carolina may have its best team ever. Returning are 6-8 Alex Egnlish, 6-7 Bob Mathis, 6-4 Nate Davis and guard Mike Dunleavy. The team's best player, though, will be 6-9 transfer Tom Boswell. All Frank McGuire needed was another guard, so he recruite two standouts in Jack Gilloon and Billy Truitt.

Memphis State is the South's other top independent with new coach Wayne Yates adding 6-9 junior college superstar Marion Hillard and 6-9 freshman John Gunn to a roster including veteran guards Bill Cook and Dexter Reed and 6-10 John Washington.

The class of the Southeastern Conference is Alabama and, yet, we're still talking about basketball. The Crimson Tide returns four starters from last season's SEC co-champions, including Charles Cleveland, T.R. Dunn and 6-10 Leon Douglas.

Alabama's chief competition should come from Kentucky, which had a superb recruiting year, as did Auburn and Georgia.

Pennsylvania owns the Ivy League and this year should be the same as the past four, although Brown will make the Quakers work for their title this season. Two-times All-Ivy Ron Haigler returns for the Quakers, with 6-4 sophomore guard Mark Lonetto the top addition to the squad.

LaSalle is a virtually unanimous choice to win the East Coast Conference title, formerly named the Middle Atlantic, with Joe "Jelly Bean" Bryand and Billy Taylor returning.

Among the Eastern independents, Providence lost Marvin Barnes and Kevin Stacom, but the Friars still have 6-7 Bob Cooper, 6-5 leaper Mark McAndrew, guard Gary Bello and 6-9 freshman Burce Campbell.

Pittsburgh lost Billy Knight, but gained 6-7 freshmen Larry Harris. St. John's added 6-7 frosh George Johnson and 6-10 transfer Tom Weadock to a strong returning cast led by guard Mel Utley.

Indiana coach Bobby Knight was livid last year when his team won the NCAA's runnerup tournament. He refused to believe his team was second to anyone and this year the squad has return an masse to prove its point. That included Quin Buckner and Steve Green, with freshman guard Jim Wisman the only newcomer with a shot at breaking into the starting lineup.

Purdue won the Nite last year and Michigan represented the conference in the NCAA championship tourney, but both have lost top player. Minnesota coach Bill Musselman threw away the small ones in recruiting 6-8 Mark Olberding, 6-11 Chad Nelson and 6-9 Dave Winey and Michael Thompson.

Marquette and Notre Dame suffer some serious losses to the pros, but they'll be able to handle most college teams this season.

The warriors still have 6-11 sophomore Bo Ellis and 6-5 Earl Tatum and when freshman guard Butch Lee teams with sophomore Lloyd Walton in the backcourt, the Warriors will have one of the best combinations in the country.

Irish coach Digger Phelps has a nucleus of Adrian Dantley, Dwight Clay, Ray Martin and Billy Martin and hopefully, 6-9 soph Toby Knight can replace Shumate in the middle. But if not, the Irish recruited 6-8 Dave Batton, the best high school big man in Philadelphia last year.

Kansas is another that returns almost everyone from last year's conference title-winning team. Returning are Danny Knight, Rick Suttle, Tommie Smith, Roger Morningstar, Norm Cook and Dale Greenlee so Kansas is a solid favorite in the Big Eight.

Louisville coach Dennis Crum has four starters returning and he's not shy about what's on his mind - the national championship. Junior Bridgeman, the Missouri Valley Conference's MVP last season, is back with Allen Murphy and Welsey Cox.

Houston still has 6-9 Louis Dunbar and has added prep All-American guard Tomy Smith.

Hersey is seeping through the Pacific-8 where rumors are being whispered that Southern California may beat out UCLA for the conference championship.

Andre McCarter, billed as the best guard ever to come out of Philly, was unable or unwilling to adapt to Wooden's concept of team ball last year and spent most of of his time on the bench. This year, without the super big man, the Bruins must get excellent play from their guards and Carter is the key.

Ralph Drollinger will replace Walton in the pivot with Dave Meyers at one of the forward positions. But Marques Johnson, last season's standout freshman, is ill and expected to miss most of the season.

Southern Cal, meanwhile, add 6-7 Earl Evans and 6-1- Steve Malovic, prize recruits, to a strong returning unit.

Students Have National Moot Court Competition

LOS ANGELES - Two USC law students will represent the University of Southern California and the state in the final rounds of the national moot court competition in New York City starting December 2.

Ronald Bragin of 515 Kelton Avenue., Los Angeles (90024) and Dennis Winston of 1644-1/2 S. Hobart Blvd., Los Angeles (90006) defeated teams from 13 other California law schools and recently won the regional finals over UCLA. Bragin was named the best oral advocate of the competition.

They argued before Judge Walter R. Ely, Jr., of the Ninth Circuit Court of Appeals, and Justices James H. Hastings and Gordon L. Files of the California Court of Appeal.

Bragin and Winston also won the USC Law Center's Hale Moot Court competition last year.

This year's national competition canse is similar to the 1974 U.S. Supreme Court case of DeFunis vs. Odegaard in which a law school applicant claimed that denial of his admission to a law school, which admitted minority students with lower grades and test scores, violated his constitutional rights.

The hypothetical moot court cast presents the situation of a Black student claiming that he was denied admission to a traditionally Black college due to preference given to white applicants. The case raises Constitutional issues of mootness, state action, and equal protection under the law.

Winston is the son of Mr. and Mrs. Marvin Winston of 3430 3rd Avenue, Los Angeles (90018). He is a graduate of Loyola high school and has a bachelor of arts degree in political science and speech from USC. He was a captain of the debate team at USC, placed second in the national invitational debate tournament in his senior year, and was on the Dean's List for scholarship. He is a member of Delta Sigma Rho-Tau Kappa Alpha, national speech fraternity. He came to Los Angeles from Lincoln, Nebraska, in 1960.

Bragin is the son of Mr. and Mrs Irving M. Bragin of 4312 Fairway Drive, Lakewood. He attended Lakewood high school and received a bachelor of arts degree in economics and social science from the University of California, Berkeley. He was debate team captain there, completed the social science honors program and is a member of Phi Alpha Delta legal fraternity.

The Sacramento Observer

SPORTS

NOV. 28 - DEC. 4, 1974

Davis And Others Named To Kodak's All-America

DURHAM, N.C. - Southern Cal slashback Anthony Davis and Oklahoma sensation Joe Washington join quarterback Dave Humm of Nebraska, Archie Griffin of Ohio State and Harvard's Pat McInally to comprise the backfield for the 1974 Kodak All-American Team, selected by the American Football Coaches Association (AFCA).

The choices were announced today following a poll of the selection committee which represents more than 2,100 colleges coaches across the nation.

Humm nosed out Notre Dame's Tom Clements in close balloting, while Griffin, a junior, was a near-unanimous choice.

The coaches named 12 men to their starting offense (three halfbacks and a flanker) and 11 to the defense including repeaters Rod Shoate of Oklahoma and Dave Brown of Michigan.

The Kodak team is successor to the first All-American originally named in 1889 by Yale's Walter Camp. Fourteen years ago, Kodak and the AFA joined hands to honor the country's top players as selected by the men who know football best, the coaches of America.

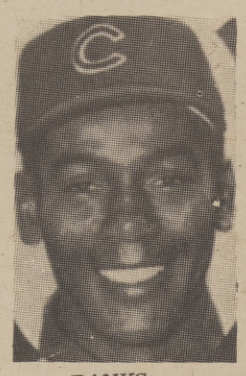
Member of the prestigious squad will be featured in a half-hour CBS network special December 14 at 6:30 p.m., KXTV - Channel 10.

The team is hosted for a weekend in Miami Beach following the season as part of the program celebrating their selection.

A glance at this year's team roster quickly indicates that the coaches look beyond the nation's top teams for individual reconition for players. Only 12 players from top ten teams were picked. Lesser-rated teams, sucn as Miami (38th), Houston (22nd) and Clemson and Harvard (unranked in the top 50) also placed men on the squad.

Harvard's representative Pat McInally, is not the onoy Ivy Leaguer picked in recent years to the Kodak squad (Ed Mariaro in 1971, and Dic Jauron in 1972), but he does end a Harvard first-team All-American drought of 33 years. Endicott Peabody was the last Crimson pick, way back in 1941.

Was Racism Behind Brock's MVP Snub?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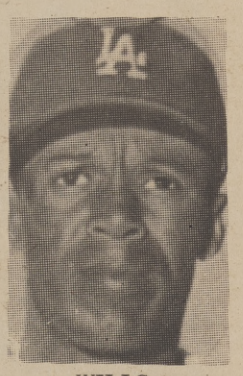
WILLS

by MORRIS HENDERSON
Sports Editor, St. Louis American

With charges and counter charges running rampant, the snub of Lou Brock by the voting baseball writers as legitimate 'Most Valuable Player' for 1974 has brought a new demand for an overhaul in the selection process which has victimized deserving Blacks for the last years.

Charges of racism, overt in some circles, subtle in others, are growing in momentum. The annual shifting of unwritten criteria for selection, particularly noticable the last six years, have given impetus to the charges.

Black athletes have fared well under the system since Jackie Robinson's selection in 1949 (the first Black so honored). Roy Campanella won the laurel in 1951 and '53, Don Newcombe in '56, Hank Aaron in '57; Ernie Banks in '58 and '59; Frank Robinson in '61; Maruy Wills in '62; Mays again in '65, Roberto Clemente the following year, Bob Gibson in '68 and Willie McCovey in 1969. From then on the games have started.

When Billy Williams amassed a league heading batting average in capping a great season, the bauble went to a white "who hit more homeruns." The next two years when Willie Stargell was taking target practice, pummeling four-base blow over the place, the award went to a white who "hit for a higher average," or "because of his perennial hustle. . ."

We talked the situation over upon several occasions with a then bitter but publicly silent Stargell and with Lou Brock, an opinionated swifty. Stargell has hinted in quiet circles that he would turn it down this year if offered. His production fell off but Brock's stepped up, es-

BROCK

tablishing an all-time single season base stealing mark and adding on to some others he has set. Wills, who had held the single season mark, had catapulated to the MCP on the strength of it.

Ironically we joked with Lou about the MVP a few weeks before the announcement. Both were positive that the bauble would be his.

We inquired whether he had polished off his acceptance speech. It was an air of gaiety that existed.

Then came the announcement . . . and the crescendo of criticism from many corners. To be sure, there were the usual defendants . . . like the sports-writing regular on the local sports talk show who first tried to have it both ways then mouthed some unfortunate platitudes. . .or the new 'voice' over the ABC station who expressed his surprise at Brock's reaction.

For those of us who know the fleet-footed Redbird star, it was predictable. Obviously bitter, he correctly downgraded the award as a "popularity contest" and noted that "if I steal a thousand bases next year and they offer me the MVP, I wouldn't accept it. . . They (the voting writers all white, of course) have been showing consistent bad judgement for three years (the Williams, Stargell ones)," he noted. He could have thrown in the conclusion that racism was coloring their judgement.

The accolade went, as every one know, to a startled Steve Garvey of the National League champion Dodgers. The sports writing, announcer placed a premium on those whose teams won the pennant. Yet baseball precedent has long recognized that an athelete shoud not be penalized for his mates failures.

Brock's 1974 credentials could hardly be better. His 118 stolen bases topped by 14 Wills 'unbeatable mark.' By swiping 50 or more bases for the tenth straight season (a major league record), Brock batted .306 (Garvey hit .311), collected 194 hits and scored 105 runs (to lead the league).

Brock has scored 100 or more runs in one season six times. He aspired with Bake McBride in setting a two-man major league mark for steals in a single season, 148.

Lou's 753 career thefts places him second on the major league list with only Ty Cobb (892) ahead of him.

During the '74 season Brock passed 25 men on the career run-scoring list. He is up to 1303. And he also raced past 22 men on the career hit list by lifting his total to 2388.

Among the run scored he passed such men as George Sisler, Nellie Fox, Duke Snider, Joe Cronin, Stan Hack, Joe Medwich and Harmon Killebrew. He moved ahead of such men as Joe DiMaggio, Eddie Matthews, Jim Bottomley, Charley Grimm, Cronin, Jimmy Dukes and Belly Herman on the hit list.

Last season he collected 25 doubles, seven triples and three homeruns and boosted his career extra base hit totaled to 644. . .a figure which makes his stolen base total even more remarkable.

Cardinal officials promptly joined in reaction to the snub. Several of his teammates spoke out.

The clamor for voting reform is not confined to Brock or other Blacks. Disgruntled whites are being heard also.

The possibility is, of course, that the furor will give away shortly and business as usual will supplant it. In the meantime an extraordinary feat by a 35 year old Black athlete lies in the ruins.

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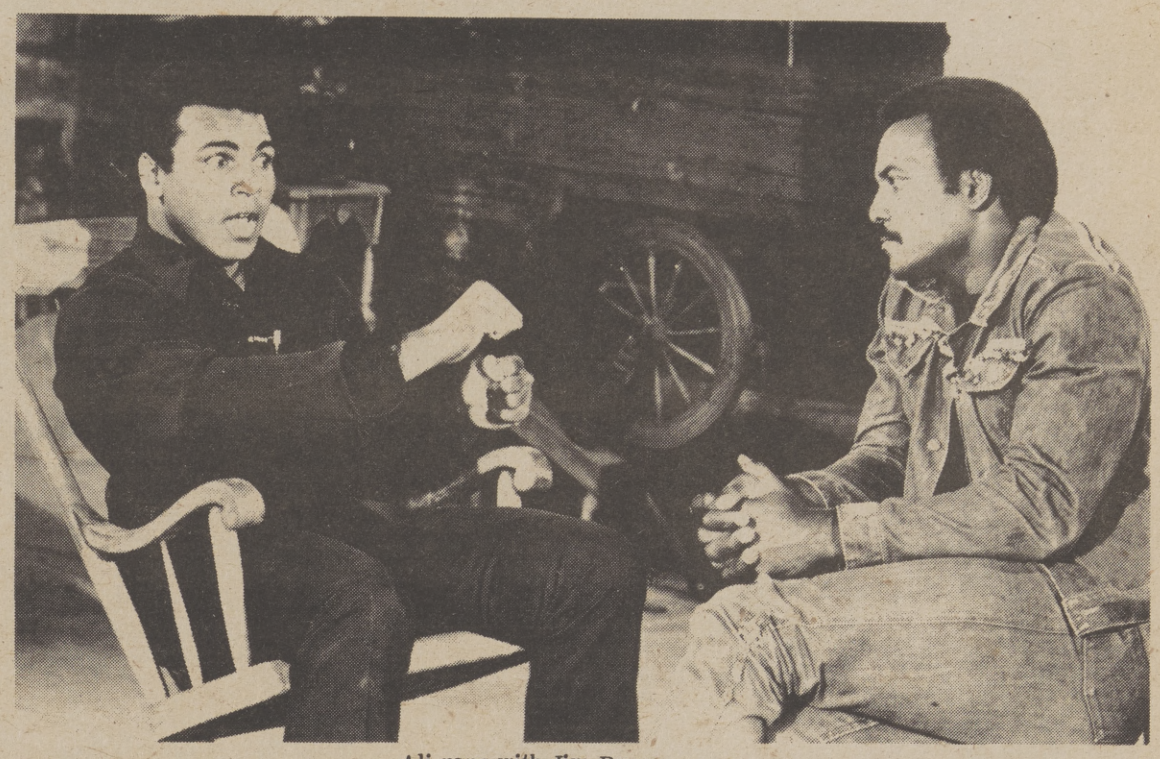
'Two Ali's Seems Only Way To Save Boxing



Ali raps with Jim Brown

NEW YORK - "Muhammad Ali says he is keeping boxing alive, but actually he's destroying it."

Harry Markson, former president of Madison Square Garden boxing grinned.

"You gotta understand," Harry said, "What I mean by that and why I say it. When we start talking about $10 million or $20 million, that's almost obscene. Not that I don't think Ali might be worth that much, and I'm all for him or any athlete getting all he can. More power to them.

"But when you have super matches like Ali gets involved in, you kill off promoters, and without the promoters, boxing dies."

A good example of which was his last fight, when he won the title from George Foreman in Africa. The closed circuit ticket proces went from $20-$30 and many of the promoters behind it, may never see daylight again.

Markson, now retired but still acting as a consultant to the Garden, was involved in the first of the Multi-million dollar matches-The first meeting of Ali and Joe Frazier in what was simply billed as "The Fight."

"That was the one that set the precedent for the second one, for the Foreman-Frazier Jamacia fight, and for the Zaire zowie last month," Markson said.

"But you notice that in these cases, and I'm sure in the future, such bouts cannot be made by the single, private boxing promoter.

"So many things are involved not. The closed circuit television, the world wide television, the tax structures, and most important, the 'Front money.' That money has to come from somewhere, and that's where you find the Merry Perrenchios, the Jack Kent Cookes, the Helmdale Corporation, the Top Ranks and the Vidoe Techniques coming on, and now even governments the way Zaire did.

"But what does it all mean for boxing?" Markson asked, promptly answereing himself, "Not a thing."

Looked on purely as a boxing match, Markson would want to see Ali and Fraizer go at each other one more time, in the Garden, natually. "Surely," he said.

"The Garden would bid for such a fight. But the bid would have to be within reason, and when you start talking about a private company risking $20 million or more, is that reasonable?"

Harry feels it is all but certain that Ali will fight out of the country again, "probably in Kuwait, or Iran, or some of those oil countries. They've got so much money they don't know what to do with it."

But he thinks the third Ali-Frazier, if it comes off, would be held somewhere in the States.

"It's the natural match," he said. "They've gone 27 rounds, and the margin is infinitesmal. And that's the biggest money match available.

"Ali sells out wherever he goes, sure, but the richest rewards come when you've got a real opponent in there. Jack Dempsey had Gene Tunney, Ali has Frazier. Jack had that spectacle with Luis Firpo, true, and Ali has had this latest one with George Foreman. But people remember Dempsey-Tunney best, just as they'll remember Ali-Frazier."

Markson sighed at the thought of how much money would be involved.

"I'm all for them getting what they can," he said, "But sometimes a fighter can pric himself right out of a big payday. I remember 'way back whek I was negotiating with Sugar Ray Robinson for a third go-round with Carmen Basillio. I went all the way to $500,000, but Ray wanted $750,000. I shook his hand and wished him luck.

"Well, Suger didn't get his $750,000 anywhere, and in this next fight he get beaten by Paul Pender for a mear $50,000, which I would say somewhat less than the $500,000 he could have had."

Ali may be a long way from that stage of the game, but his proposal of waiting for someone to give him $10 million for himself, and then pay the other guy, is ridiculous.

The only way that would work is if there were two Ali's one to fight the other . . .

A's Dates Are Announced

The Oakland A's will begin pursuit of the fifth straight American League West title Tuesday night, April 8, when they entertain the Chicago White Sox in the opener of their 81-game 1975 home schedule.

Four Sunday doubleheaders - one each against the A's top four Western Division challengers - are included in the 77 playing dates announced by the three-time world champions.

A $1 reduction in the highest priced seat was also revealed by the A;s as they announced their 1975 season ticket prices. Loge box seats have been reduced from $5.50 to $4.50 by A's owner Charles O. Finley.

Season ticket orders are now being accepted by the world champs. Prices are $321.75 for first deck and loge boxes and $250.25 for second deck. An extra $1 for postal and handling charges should accompany each order. Season ticket orders should be set to: Oakland A's Oakland - Alameda County Coliseum, Oakland, CA 94621.

Thirty-five afternoon games, including six mid-week contests and one on Memorial Day, are among the A;s 1975 home engagements. All will start at 1:30 p.m.

All but two of the 46 night games will begin at 8 o'clock. The two exceptions are at 7 p.m. July 4th match with the California Angels and a 6 p.m. fray with the Minnesota Twins Sept. 23.

The four doubleheader foes are the Minnesota Twins on April 20, the Kansas City Royals June 22, the Chicago White Sox July 27 and the Texas Rangers Sept. 7.

The A's will close out the regular season at home.

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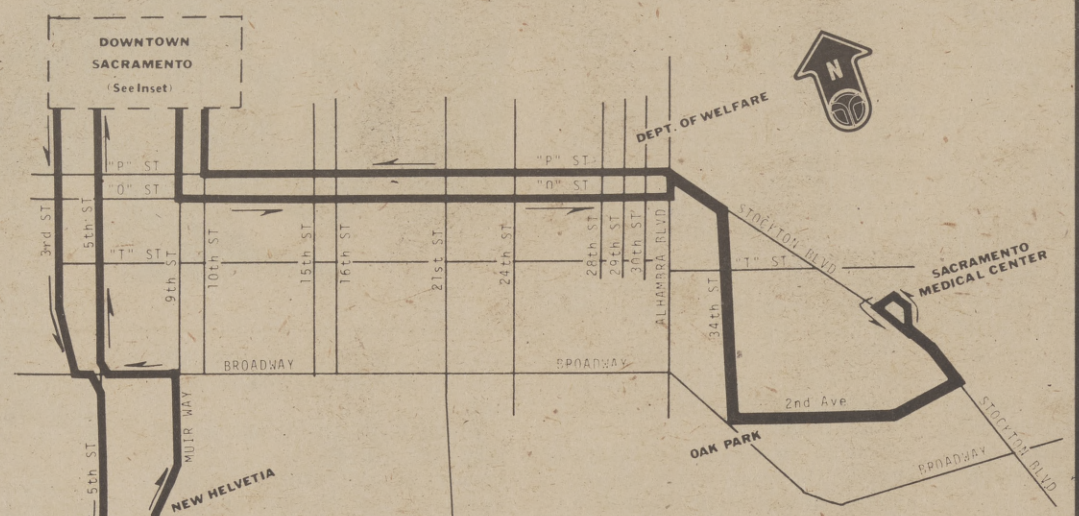

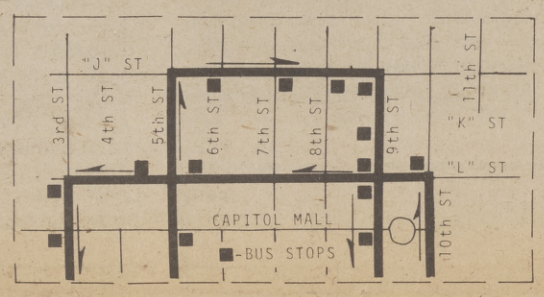

Regional Transit's Line 8. From Downtown to the Sacramento Medical Center on Stockton Blvd., and serving the River Oaks and New Helvetia residential areas, this route is your Inflation Fightin' way of getting to and from work or to take care of your mid-day errands. Line 8 gives fantastic service to Oak Park.

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"RT...the inflation fighter's friend"

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DIAL 444-BUSS

The Sacramento Observer

NOV. 28 - DEC. 4, 1974

PAGE I-1

BUSINESS

SECTION I

GETTING SET FOR 11th YEAR

Ray and Adell Rogers, co-owners-managers of the flourishing Kentucky Fried Chicken outlet at Broadway and Alhambra, are shown serving a customer. The couple are getting set for the holiday sales, as they go into their 11th year of business. The take-out franchise of the Rogers has been one of the most successful Black businesses in the city.

Ernesta Procope Elected To Avon Board

Mrs. Ernesta G. Procope has been elected to the board of directors of Avon Products, Inc., effective December 1. She is the second woman to join the board of the cosmetics company. Mrs. Procope is president of E. G. Bowman, Co., Inc., the largest black-owned insurance brokerage firm in the country.

NEW YORK - Mrs. Ernesta G. Procope, president of E.G. Bowman CO., Inc. has been elected to the board of directors of Avon Products, Inc., it was announced last week Her appointment is effective December 1.

Mrs. Procope is the second woman to join the board of 88-year-old direct selling cosmetics company. Dr. Cecily Cannan Selby, a scientist and National Executive Director of the Girl Scouts of the U.S.A., was elected in June, 1972.

As president of the E.G. Bowman Co., Inc. and its affiliate, Bowman-Procope Associates, Inc., Mrs. Procope heads the largest black-owned insurance brokerage firm in the country.

she founded the Bowman Co. in Brooklyn, New York, in 1953. In the June, 1974 Black Enterprise listing of the top 100 black-owned businesses in the U.S., the company was reported to be the 17th largest, with 1973 premiums of $8.2-million. The firm currently handles a portion of the corporate insurance programs for 24 of the Fortune 500 companies.

In announcing the election of Mrs. Procope to the board of the worlds largest cosmetics company, Fred G. Fusee, chairman, said "Mrs. Procope, as a successful woman managing her own business is uniquely suited to contribute to the future growth of Avon. Our company," he said, "historically has given hundreds of thousands of women throughout the world the opportunity to earn while conducting their own businesses as independent sales agents."

Born in Brooklyn, Mrs. Procope studied music at the High

(Continued on Page I-2)

Record Debt For Consumers, Corps.

NEW YORK -- Consumers and corporations are in debt up to their ears -- a record $3 trillion -- and many good loans could turn bad if the recession gets worse, Morgan Guaranty Trust said this week.

"The steep rise in indebtedness has benerated a considerable amount of worry in the nation," the bank said in a monthly financial publication.

With the rise in indebtedness, the bank said, there has been a "rise in defaults and delinquencies on consumer mortgage and installment debt."

Consumer debt, including mortgage loans, increased 42 per cent from the end of 1970 to the present while after-tax income rose only 37 per cent.

In mid-1974, the bank said, 2.63 per cent of installment loans were 30 days or more late in payments, the highest delinquency rate since 1950. The delinquency rate on mortgage loans was 4 per cent, up from 3.8 per cent a year before and 3 per cent in the mid-1960s.

Corporations also are having difficulty with their debts. The bank said the ratio of current assets to current liabilities is down to 51 per cent compared with 120 per cent in 1960.

The bank said, however, that "credit quality on new debt seems to have improved in recent months under Constraints of very tight credit markets that have existed throughout must of 1974."

Also, lenders have gotten chooiser about the loans they make and consumers and corporations have curtailed borrowing because of "the difficulty of making repayments and because of high interest."

The bank said consumers, worried about inflation, have reduced spending on "big ticket" items that normally would be financed.

Minorities On NAB Board

WASHINGTON, D.C. - The presidents of two leading minority-owned banking institutions have been elected to the board of directors of the National Alliance of Businessmen, according to Willard F. Rockwell, Jr., national chairman of the Alliance.

The new board members are Samuel L. Foggie, president of the United National Bank of Washington, and Barney Old Coyote, president of the American Indian National Bank. Both banks are located in Washington, D.C.

Rockwell, who also is chairman of the board of Rockwell International, said the new directors being to the Alliance board "a unique combination of long business, civic and financial experience, together with a dedicated involvement in minority affairs.

"Their talents and abilities will be of tremendous value to the Alliance as we continue and expand our efforts to find jobs and training for America's disadvantaged adults, Vietnam veterans, exoffenders and needy youngester," Rockwell added.

In addition to his bank presidency, Foggie also is a member of the faculty of the Howard University School of Business Administration. He is a member of the Advisory Committee of the Federal Reserve Bank of Richmond, the board of directors of the National Bankers Association and the government relations committee of the American Bankers Association.

Long active in civic affairs in the District of Columbia, Foggie serves on the metropolitan board of the YMCA, the executive board of the Boy Scouts of America, the board of directors of the Council of Churches and the board of directors of the Model Cities Economic Development Corp.

Old Coyote, a member of the Crow Indian Tribe, was formerly a professor and director of American Indian Studies at Montana State University in Bozeman, Mont. At the University, he coordinated a program of feasibility studies which documented the need for an Indian financial structure, with emphasis on an Indian bank.

The new Alliance board member also served for six years as special assistant to the Secretary of the Interior. Prior to that he was superintendent and assistant superintendent of Rocky Boys' Indian Agency in Billings, Mont.

The National Alliance of Businessmen is a largely volunteer effort of business, labor and government organized by mandates from the President of the United States to urge employers to hire America's disadvantaged adults, Vietnam veterans, exoffenders and needy youth.

State Is Large Buyer Of Goods

The State of California is big business. It purchases everything from bulldozers to paper clips in order to provude the services expected of state government.

Now, small businesses have an increased chance of supplying needed merchandise to the state.

Assembly Bill 1816 has provided for the aid, counsel, and assistance of the interests of small business in California by establishing the Small Business Office.

The concern of the Small Business office, which is under the Department of General Services, is to ensure that a fair proportion of the total purchases and contracts for property and services for the state be placed with small business enterprises. In order to accomplish this task, the state will grant a 5% preference on all bids for state contracts for firms qualifying as a small business.

In order to qualify, a firm must be independently owned and operated, and must not be dominant in its field of business.

In addition, the business must not be an affiliated of another concern, have over 23 employees and $1 million in annual receipts for nonmanufacturing firms, over 50 employees and $5 million in annual receipts for manufacturing concerns. In the case of general contractors gross receipts under $2 million for the preceding three years is required, and $1 million for the preceding three years for specialty contractors.

All small business attempting to bid on the state contract will receive assistance in preparing bid proposal, prequalifying for the small business preference, completing the statement of financial condition, and obtaining licensing, bonding, and insurance requirements.

Any small business firm interested in more information or in selling its products to the State of California should contact Earl Erickson, Small Business Office, 915 Capitol Mall, Sacramento, California 95814; telephone (916) 322-5060.

'Manpower' Sets Goals

WASHINGTON - The National commission for Manpower Policy in its first meeting in Washington, D.C., established early goals for recommending legislation and other actions to cope with high unemployment problems.

OFFICIAL NOTICE TO REAL ESTATE BROKERS

EQUAL HOUSING OPPORTUNITY

HUD HOMES FOR SALE

REPAIRED WITH WARRANTY
INSURED FINANCING AVAILABLE
OWNER-OCCUPANTS ONLY

OFFICIAL LISTING DATE: Saturday, November 30, 1974

TEN DAY EXPIRATION: Monday, December 9, 1974

SALE DATE: Tuesday, December 10, 1974

For specific instructions refer to Broker Letter 74-5 dated November 1, 1974, which was mailed to selling agents in the program. Extra copies are available in the Insuring Office.

Brokers are invited to submit SEALED BIDS from qualified OWNER-OCCUPANTS. Offers are to be submitted to the Insuring Office prior to the expiration period. Offers are to be submitted in a SEALED ENVELOPE with the PROPERTY ADDRESS AND BID OPENING DATE printed on the front. Do not show the purchaser's name on the envelope. Bids will remain sealed until the sale, at which time they will be publicly opened. In all sales, the highest bid above the MINIMUM OFFERING PRICE will be accepted providing all conditions are met.

Maximum mortgage amounts are based on the MINIMUM OFFERING PRICE. The amount of the total bid in excess of the minimum offering price will be required as additional down payment to be paid at close of escrow.

The properties advertised herein have been fully repaired and are offered with the HUD one year structural and operating warranty. Prospective owner-occupants may sumbit a sealed bid offer on only one property per listing.

ADDRESS	PRICE	CODE	BDRMS.	BATHS	APPROX. TAXES
STOCKTON					
3308 Durango Way	20,500	E1	3	1½	602
SACRAMENTO					
7470 Permar Street	18,500	D1	3	1½	
3608-19th Avenue	14,000	B1	3	1	
RANCHO CORDOVA					
10453 Mills Tower Drive	23,500	G1	4	2	

HUD reserves the right to accept or reject any or all bids or to waive any informality in its procedures.

The properties listed herein are for sale to qualified purchasers without regard to their race, color, creed, or national origin.

TO THE PUBLIC
SEE ANY REAL ESTATE AGENT FOR INFORMATION REGARDING THESE PROPERTIES

EQUAL HOUSING OPPORTUNITY

Official Notice To Real Estate BROKERS

EQUAL HOUSING OPPORTUNITY

HUD HOMES FOR SALE—
ALL CASH AS-IS

WITHOUT WARRANTY OR FHA INSURANCE
OWNER-OCCUPANTS ONLY
NO. 235

OFFICIAL LISTING DATE: November 30, 1974

10 DAY EXPIRATION: December 9, 1974

SALE DATE: 11:00 AM, Tuesday, December 10, 1974

For specific instructions refer to Broker Letter 74-5, dated 11/1/74, which has been mailed to all brokers on our mailing roster. Extra copies are available at the Insuring Office. Brokers are invited to submit SEALED BIDS from qualified OWNER-OCCUPANTS. Offers are to be submitted to the Insuring Office prior to the expiration period in a SEALED ENVELOPE with the PROPERTY ADDRESS & BID OPENING DATE printed on the front. Do not put the purchaser's name on the envelope. Bids will remain sealed until the sale, at which time they will be publicly opened. In all sales, the highest bid above the MINIMUM OFFERING PRICE will be accepted, providing all conditions are met. The bid must be stated in $50 increments only. Only the winning bidder, upon notification by HUD, will be required to submit a $500 deposit.

The properties advertised herein have not been repaired. Only lead-based paint hazards, if any, have been removed. HUD makes no representations with regard to the condition of the properties or to their compliance with local codes. All properties are offered in their present As-Is condition without warranties of any kind.

Prospective owner-occupants may submit a sealed bid offer through the broker of their choice on only one property per listing.

"Any property listed with the initials "LBP" after the street address must have all LEAD BASED PAINT HAZARDS removed by the purchaser after the close of escrow. See Instructions in Broker Letter 74-6 dated 11/14/74."

Due to the increasing number of available properties, listings may appear more often than as stated in Broker Letter 74-6. Check your papers daily.

ADDRESS	PRICE	CODE	BDRMS.	BATHS	APPROX. TAXES
SACRAMENTO					
2145 Vollan Way	16,500	CASH	4	2	665
2161 Vollan Way	13,500	CASH	2	1	559
2220 Fernley Avenue	9,000	CASH	3	2	551
7560 52nd Avenue	9,500	CASH	3	1	290
7551 Bellini Way	9,500	CASH	3	1	455
7551 51st Avenue	8,500	CASH	3	1	389
3440 Wemberley Dr.	13,500	CASH	2	1	486
7409 Carella Dr.	16,000	CASH	3	1½	286W/HO
STOCKTON					
2217 Somerset Dr.	14,500	CASH	3	1½	590
3356 Durango Way	17,000	CASH	4	2	635
ORANGEVALE					
5530 Chauncey	20,000	CASH	3	2	555
NORTH HIGHLANDS					
6265 La Cienega Dr.	12,500	CASH	3	2	582
OLIVERHURST					
4412 Ardmore Avenue	13,500	CASH	3	1	342

Many HUD acquired properties not presently listed for sale will have "As-Is For Sale Signs" posted on them. Upon indication of bona fide interest from a potential owner-occupant, selling agents should notify HUD immediately in writing. Such interest will cause an As-Is listing of the property on the next scheduled Advertisement in accordance with the Broker Letter, Section A.

HUD reserves the right to accept or reject any or all bids or to waive any informality in its procedures.

The properties listed herin are for sale to qualified purchasers without regard to their race, color, creed, or national origin.

TO THE PUBLIC
SEE ANY REAL ESTATE AGENT FOR INFORMATION REGARDING THESE PROPERTIES

EQUAL HOUSING OPPORTUNITY

Most Black Men Never Get To Social Security Age

WASHINGTON, D.C. - If white males can receive Social Security benefits at age 65, Black men (most of whom never reach that age) should be eligible at age 58.

That is the position of Hobart C. Jackson, chairman of the Center and Caucus on the Black Aged, headquartered in Washington, D.C. Jackson, who was recently named to the 150 member Federal Council on Aging, is convinced such preferential treatment would be one practical means of "introducing equity into an inequitable system."

"The system is discriminatory against Black males," he declares. "There's no argument about that. And there is strong precedent for the removal of such inequities. The idea is worth serious consideration."

Jackson has approached officials of the Social Security Administration about the plan, but they have thus far proven less than enthusiastic.

The point is also argued by Dr. Jacquelyne J. Jackson (no relation), associate professor of medical sociology at Duke University. Speaking to a Symposium on "Triple Jeopardy: the Plight of Aged Minorities" in Detroit, she declared, "Social Security benefits should be racially differentiated to reflect current racial differences in life expectancy. If the average Black male lives about seven years less than the white male, he should be eligible for social security retirement seven years earlier than the white man. Thus, the Black man would have an equivalent time in which to draw his benefits."

She noted that major life insurance companies recognize the problem by requiring Blacks to pay larger premiums than whites for the same amount of coverage.

Dr. Jackson also cited a study of the National Health Survey, which indicated that Blacks, in fact, begin to physically age faster than whites after 21. "By the time the Black male is 29 chronologically, his body age is 34. When he is 39 by the calendar, his body is 44. This five year difference is maintained until age 60, when the rate of change increases.

Thus the body of a 69-year-old. If a Black man's body is 66 years old when the calendar says he is 60, this is all the more reason for earlier compensatory retirement benefits."

The reasons for this phenomenon are still scientifically unclear. But Dr. Jackson noted, "It is obvious that the Black man's longer, more strenuous work life, which often begins at a much earlier age than the white man's shortens his life and makes him more vulnerable to chronic illness and disability."

'Staying Even' In Inflationary Times

Ever wonder how you're doing in the struggle to stay even with soaring prices? The following chart shows how much income families need today to have the same purchasing power they had five years ago - and how much they will need five years from now, if inflation roars on.

With the mammoth jump in consumer prices this year -- estimated that 11.2 per cent above 1973 -- the cost of living since 1969 has increased 34.8 per cent, or more than one third.

Assuming the same rate of inflation over the next five years, the following shows what a family of four must have in salary or wages today--and what it will need in 1979--to maintain the after-tax purchasing power enjoyed in 1969.

Total Wages or Salary in 1969	Pay Needed in 1974 to Match Your '69 Pay	Pay Needed in 1979 to Meet Inflation
$5,000	$6,792	$9,528
$7,500	$10,123	$14,035
$10,000	$13,600	$18,922
$15,000	$20,552	$28,750
$20,000	$27,380	$38,865
$25,000	$34,424	$49,475
$30,000	$41,529	$60,490
$35,000	$48,674	$71,094
$40,000	$55,894	$81,205
$45,000	$63,042	$90,840
$50,000	$69,823	$99,997
$55,000	$76,278	$108,684
$60,000	$82,520	$117,097
$80,000	$106,353	$149,224
$100,000	$128,617	$179,237

Few Women In Union Leadership

WASHINGTON - More women are joining unions, but they are not yet playing a greater role in union leadership, according to an article in a recent issue of the Monthly Labor Review.

The author, is Virginia A. Bergquist, and economist formerly with the Bureau of Labor Statistics. She nots that, from 1968 through 1972, the 500,000 increase in union membership of women in the United States equaled the overall gain in union enrollment. This was especially significant since, she said, women make up only one-fifth of union membership.

Women have remained scare, however, at the government and high appointive levels of almost all of the unions in the United States, she said. They accounted for only about 7 percent of the membership of elected generally consisting of the president, secretary, treasurer, and vice presidents or other comparable elected officials, serve as the decisionmaking bodies between conventions.

The article discusses the reasons for the increase in the proportion of women in unions and identifies the areas of growth. Information is also provided on the number and types of positions held by women in national unions and in professional and state employee associations.

This information was collected for and will be included in the Bureau of Labor Statistics' "Directory of National Unions and Employee Associations 1973," a subscription publication scheduled to be released later this year.

The Monthly Labor Review is a publication of the Bureau of Labor Statistics of the U.S. Department of Labor. It is available from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at $1.40 a copy ($16.25 a year subscription) and from regional offices of the Bureau of Labor Statistics.

Small Business Senate Meeting

The California State Senate Committee on Small Business Enterprises will hold a public hearing in Sacramento on Friday, December 6. Hearings will also take place in Long Beach and Pasadena. The Select Committee will be investigating the effect of the current recession and inflation on small businesses.

Senator David A. Roberti (D-Hollywood), said, "Small businesses from the backbone of our state's economy, and if they begin to weaken and fail, we may very well have the beginning of a depression here in California. Because of the slow down in sales and the tight money situation, many businesses are suffering from a cash flow problem which may soon result in an increase of bankruptcies."

Roberti continued, "Sacramento has been selected as one of the hearing sites since both local government and business organizations have worked to stimulate economic development by assisting small businesses. The Committee wants to find out the area's success and the obstacles encountered because the lessons learned can have statewide application."

The hearing will be held beteen the hours of 10:00 AM and 1:00 PM in Room #3191, State Capitol, Sacramento. All small businessmen and those knowledgeable about their problems are invited to attend and testify.

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Books International Africaan. Since I'm the only talking gift at Books International Africaan, I'll speak for all of us . . . I'm Rodney Allen Rippy, think I can't talk? Huh! . . Laugh too . . . Just pull my string!!

Since my arrival, I've really been 'rappin' to Baby Nancy, 'She's just a doll' . . . with a lot of pretty sisters. Then there's 'The Black Book,' Wow!! What a gift, and two Swahili books . . . one for counting and the other with alphabets!! And African shirts . . . You know, Dashikis. And educational games!! Just think, all of us and more at Books International Africaan, 2506 21st Street (near 21st and Broadway) Sacramento, Ca 95818. (916) 452-3508.

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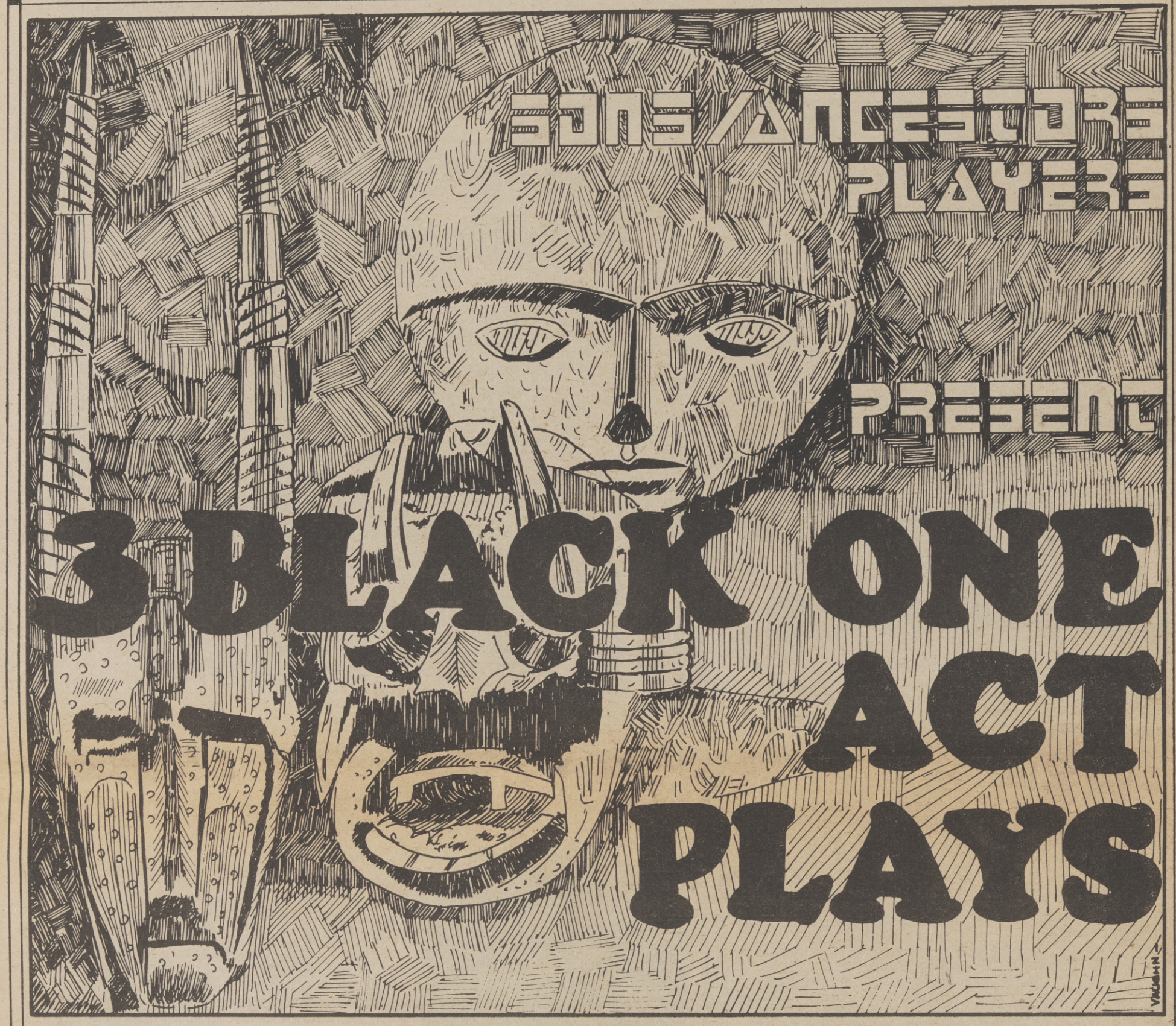

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DIR BY NORVAL "PUD" JACKSON

OLD LADY ____ CAROLYN COOKE
JIM ____ ORLAND GLADDEN
MAN II ____ RICKIE PYROR
WARD ____ CLIFTON WATSON

THE SALE
BY PEARL CLEAGE LOMAX
DIRECTED BY BRENDA NEWSON

OWNER ____ CLINT VIDAL
BUYER ____ ROSSANA BARRINGER
CULTURAL
BROTHER ____ MICKEY BRADY
ALL AMERICAN ____ TED WARE
ENTERTAINER ____ TED WARE
SISTA ____ LIZA TARRER
MILITANT ____ RODNEY TURNER
SLICKER ____ MICKIE PYROR

MUSIC AND I HAVE COME AT LAST.....
BY EUGENE REDMOND
DIRECTED BY TOM ELLIS

MICHAEL WATTS/DONALD GAETHER
SHERALEE SNOW BRENDA BROWN
CURTIS HIGGS
DEBORAH CHAMBERS
CLIFTON WATSON
RODNEY TURNER
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ARTISTIC DIRECTOR MICHAEL GATES

-Dates-

OPENING NIGHT DEC. 2nd. 8:00PM THROUGH DEC. 8th.

.....OUTDOOR THEATRE C.S.U.S. CAMPUS ADMISSION IS FREE.....

cover designed by, Vaughn Filmore, Csus 1974

FREEDOM FUND DINNER AWARDEE

The St. Lois branch of the NAACP, at its recent annual Life Membership Freedom Fund Dinner, honored Anheuser-Busch, Inc., for being the first corporation in the St. Louis area to become a life member of the NAACP. Individual officers of Anheuser-Busch are life members personally. Receiving the award for Anheuser-Busch, Inc., is Edward B. Glore, Jr. (second from left,) Director of Marketing Development. Presenting the award (from left to right) are: Mrs. Ina Boon, NAACP Regional IV Director; Edward B. Glore, Jr.; Dr. Thomas Rusan, St. Louis Branch Life Membership Chairman; and I.O. Funderburg, general chairman of the dinner.

SINCE 1852

WELLS FARGO BANK

An Equal Opportunity Employer

Ishmael Harps, right, president of Re-Bar Construction Company of Philadelphia, shakes hands with Frank H. Paschen, Jr., a vice present of S. A. Healy Construction Company, following the signing of a $1.2 million subcontract to do the steel work on a large downtown Chicago underground garage. Also Re-Bar is doing about $5 million worth of steel work in Washington, D.C., on the Metro subway and on a sewage treatment plant.

Black Firm Gets Large Garage Subcontract

CHICAGO (NNPA) - A highly successful black construction firm began work here last week on the steel infrastructure of a large downtown underground garage. The company's $1.2 million bid waist sixth winning subcontract, averaging about $1,000,000 each within the past few years.

The firm, Re-Bar of Philadelphia, headed by 42-year-old Ishmael Harps, is also engaged in building the steel supporting structure of four segments of Washington's Metro Subway System, as well as of that city's sewage treatment plant at Blue Plains.

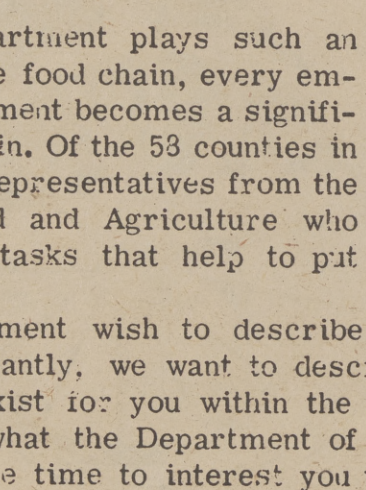
Harps, who says his firm has the capability of competing with anybody anywhere for steel structural work, takes great pride in his workers and administrative staff. The letter includes two accountants trained at the Wharton School of Business Administration, and a legal staff headed by a Yale Law School graduate.

Like some of his Washington subcontracts, the one here is for the S. A. Healy Company of McCook, Ill., a major general contractor. The Kruse Construction Company of Sun Valley, Calif., also has shared in subcontracting Metro work to Re-Bar.

Harps began his career in steel construction work as an apprentice and worked his way up to foreman, general superintendent, and contractor. He is a native of Marion, S. C. After high school and a stint in the Korean War, he turned to steel construction in Philadelphia.

New Performance Director At United

Archie A. Lyke has been named director of performance system for United Airlines. He will be based at the company's



LYKE

Lyke became United's first Black director. He joined United in 1968 as a system analyst. Since that time he has held positions as controller of the computer services division and manager of computer application financial systems. Prior to his directorship, Lyke was on special assignment to the financial task force as project manager.

A native of Chicago, Lyke graduated from Chicago's De Paul University in 1972 with a bachelor of arts degree in philosophy and mathematics.

He resides in Elk Grove, Illinois, with his wife and two daughters.

Mrs. Procope To Avon Board...

(Continued from Page I-1)

School of Music and Art in New York Ctiy. She attended Brooklyn College, the Pohs Institute of Insurance and The College of Insurance. Her husband, John Procope, whom she married in 1954, is editor and publisher of the New York Amsterdam News.

Mrs. Procope is secretary of the board of directors of the Equitable Community Home Service Corporation of the Equitable Savings & Loan Association, and a member of the boards of New York Zoological Society, and the Brooklyn Chapter of the American Red Cross. She also is a member of the Business Advisory Council of the New York State Urban Development Corporation.

Last August, Mrs. Procope was the first woman to be honored on the cover of Black Enterprise magazine in an issue featuring Black women in business and public life.

In 1972 she received the Tuesday Magazine Woman of the Year award, presented by Mrs. Patricia Nixon at the White House, and in 1973 she was recipient of the Business Achievement Award given by the Interracial Council for Business Opportunity. She also has received the the Negro Business and Professional Women's Club, Inc.

Avon is the world's largest manufacturer and distributor of cosmetics and toiletries, with annual sales of over $1-billion. Its products are sold in the home by more than 680,000 active Representatives in the U.S. and 17 other countries.

JOBLINE

State Department of Food and Agriculture

Benjamin A. Amos

When you sit down to a meal, do you ever think about the process that gets the food from the farmer's field to your table? The State Department of Food and Agriculture plays a role in almost every part of this all-important process.

Because the Department plays such an important role in the food chain, every employee of the Department becomes a significant link in that chain. Of the 58 counties in California, 56 have representatives from the Department of Food and Agriculture who every day perform tasks that help to put meals on your table.

We at the Department wish to describe how the Department works. More importantly, we want to describe the excellent job opportunities that exist for you within the Department. We want to present to you what the Department of Food and Agriculture does and at the same time to interest you in joining us in a promising career with a future.

In the weeks ahead, we will be describing for you the work of the seven divisions and the bureaus within those divisions through the eyes of the personnel who work there. You will be hearing about jobs that range from the para-professional to the professional level, from controlling insects to controlling crop and animal disease, from the care and feeding of livestock and poultry to the inspection of the very food we eat.

If, through these articles, we create an interest in you about the jobs we will describe, please contact Affirmative Action Coordinator, **Benjamin A. Amos**, at (916) 322-6332. He will be more than happy to answer your questions about how you can join the State Department of Food and Agriculture team.

PUBLIC NOTICE

NOTICE OF PUBLIC HEARING
Re: Purchase of Capital Items for Regional Transit

Notice is hereby givn that a public hearing will be held by Regional Transit at Sacramento City Council Chambers, 915 "I" Street, Second Floor, Sacramento, California, at 7:30 p.m., on December 18, 1974, for the purpose of considering an Amendment to Project CA-03-0063 for which financial assistance is being sought from the Urban Mass Transportation Administration, pursuant to the Urban Mass Transportation Act of 1964, as amended, generally described as follows:

A. Description of Project:

1. 10 diesel powered articulated buses

The amended portion of the project is to located within Sacramento at an estimated cost of $1,320,000.

Federal share	$1,056,000
Local share	264,000
Total	$1,320,000

B. Relocation: No relocation will result from the project. No persons, families or businesses will be displaced by this project.

C. Environment: The proposed project will not have a significant environmental impact upon the urban area.

D. Comprehensive Planning: This project is in conformance with comprehensive land use and transportation planning in this area. The project has been and will be under review by the A-95 Clearinghouse and 204 Review Agency.

E. Elderly and Handicapped: This project will enable Regional Transit to provide better transit for the elderly.

Copies of the project application and draft environmental statement are available at the Regional Transit office, 2824 "N" Street, Sacramento, California, Monday through Friday, 8 a.m., to 5 p.m.

SO: 1028, November 28, 1974

Boston: Give The People What They Want

Anybody owning a small business can tell you that profits and success are hard to come by. For small Black businessmen, the outlook for success and profits are not always bright and cheerful.

Boston Floyd, owner of Boston's Inner Circle and Mr. Furniture, is an extraordinary Black businessman. Boston is a restless opportunist. He has carefully over the years, calculated his risks, gingerly tendered his investments, and come out with a winning formula for success -- which means profits.

A U.S. Navy veteran of 15 years service, Boston has traveled the world several times over. Boston served during World War II, and was reactivated for the Korean conflict.

Following his last hitch in the Navy, Boston returned to his beloved Harrisburgh, Penn., and opened his first business. "When I came out of the service, they had a charter for a Veterans of Foreign Wars, but they were not using it. So I activated it."

In 1953, the talented business judge, founded his own place -- Boston's Hotel. In his native state, over-the-counter liquor licenses were not awarded to applicants unless they were equipped to sell food also.

Boston's Hotel featured a bar, sleeping facilities, and a restaurant. "It was a hotel, night-club, and dinner. It offered the whole works," said Boston fondly, recalling his first business experience.

Boston's Hotel was the beginning of his winning business formula. He was later to open Omar's Room, Floyd's Hi and Boston's Lounge.

Following World War II, Boston was discharged in the Bay Area and drove through Sacramento on his way back east. "When I was discharged from the service, I drove through Sacramento. I thought it was a nice clean city and I told myself that someday I would come back."

Some years later, Boston held true to his post-war promise and returned to Sacramento while on vacation. He stayed for about two months, and returned to Harrisburg for his family and out west they came. That was six years ago.

Boston applied the same formula in California as he did "back home." The first business he opened on the West Coast, was a hotel on Stockton Boulevard.

The hotel business was profitable and he prospered. A good deal on a night club crossed his path and he quickly jumped at the opportunity.

Boston's envisioned opportunity in the night club purchase, coupled by the fact that the club refused to serve Blacks, aided in his decision.

"They would not serve Blacks so I bought the place. I gave that place up because there were too many dopies around and I like to run a good clean place," said Boston.

Boston eventually sold the hotel, but before he did, he purchased a furniture store located next door. "The furniture store was a good buy, so I bought it. Besides, it was right next door and I felt I could evenly divide my time between both places."

As time progressed, Boston's business blood began to boil again and another opportunity crossed his path. Boston reached for the opportunity and the end result is one of the hottest night club properties on the Stockton Boulevard strip.

Boston's Inner Circle, since it opened a few months ago, has definitely taken off to a good start. So good that Boston renovated an adjoining room and called it the Inner Room.

The room is equipped to handle private parties, wedding receptions, and the usual overflow weekend crowd which gathers to experience the East Coast pub atmosphere.

Boston's business philosophy is simple: "I try and give the people what they want. If you don't have what they want, they won't come."

CLUB OWNER

BOSTON FLOYD

Boston does not really look for business investments. But if one comes across his path and he has the money, he says he will take it.

"I don't know what I'll do next. If a business opportunity comes up, and I have the money, I'll probably take it. I think you would to . . . wouldn't you?"

U.S. Dept. Of Labor's New Deputy

WASHINGTON - David L. Harris, a 45-year-old Black, has been named deputy director of personnel management with the U.S. Department of Labor.

Harris, a specialist with nearly 20 years of experience in the personal field, will assist in directing and administering a comprehensive personnel program for all employees in the Labor Department.

He will assist Departmental agencies at the National and regional levels in carrying out program policies and in providing a full range of personnel services, including specialized programs such as equal employment opportunity and hiring of the handicapped.

Before coming to the Labor Department, Harris was presonnel officer at Andrews Air Force Base, Md.

Harris, a graduate of Howard University, began his federal career in the personnel field in 1956 as a trainee with the U.S. Army Ordnance Corps in Washington, D.C.

Since that time he has held numerous appointments as personnel officer or personnel specialist at various military bases in the country and outside the continental U.S.

He interrupted his personnel work at military bases to serve as inspector with the U.S. Civil Service Commission in Washington, D.C., for one year.

A native of Washington, D.C., Harris graudated from Dunbar High School here. He received his B.A. degree from Howard University in 1950. From 1950 to 1953 he served in the U.S. Army. He was employed with the U.S. Post Office from 1953 to 1956.

Harris and his wife reside in Suitland, Md.

Harris being sworn in

Lawyers May Go To Credit Cards

CHICAGO - The next time you need a lawyer, you may be able to say "charge it."

The American Bar Association said last week that the use of credit cards for payment of legal fees and expenses is now permitted under its code of professional responsibility.

Previously, the ABA had held that credit car payments, violated the old canons of professional ethnics.

A spokesman said the new code has been adopted - with some changes from state to state - by virtually all states and the District of Columbia. He said credit card plans already are being used by the state bars of Oklahoma, Georgia, Oregon and Michigan, and in the local bars of Buffalo, Cleveland and Los Angeles.

Several conditions which must be met by a credit car program:

-Publicity and advertising for the plan is subject to prior approval by state or local bar associations.

-No directory can by printed or published of individual attorney members of the plan.

-The plan can be accepted only as a convenience for clients desiring it.

-Participating lawyers may charge only for services rendered.

-A lawyer "shall scrupulously observe his obligation to preserve the confidence and secrets of his client."

FTC Orders School To Refund

The Federal Trade Commission has issued an order which requires the owners of Career Enterprises, Inc., vocational schools to refund $1,250,000 to students deceived by the schools during the period, January 1, 1969 through July 17, 1972.

Each eligible student will receive up to 75 percent of the fees paid to Career Enterprises vocational schools, provided the Federal Trade Commission has the student's present mailing address. All former students of the schools, who feel that they were deceived by it, are urged to write the FTC, Washington, D.C. 20580 immediately or call it at (202) 962-5214.

Some of the trade names used by the schools were: Career Training Institute, Career Training Center, Cashier Training Institute, and Keypunch Academy.

HOW MUCH DO THEY SPEND A YEAR ON AUTOMOBILES?

In 1973, Blacks spent more than $35 million in Sacramento on automobiles and related accessories! That's an increase of nearly 225% over 1963.

Do you know how much it was per Black household? More than $1,400.

There are more than 823,000 automobiles registered in the Metropolitan three-counties-area of Sacramento, Yolo and San Joaquin. Counties which THE SACRAMENTO OBSERVER serves.

Are you getting your share of these sales? Has your business increased 225% since 1963?

Surveys show that THE OBSERVER reaches as many as seven-out-of-ten Black car-owning households planning a new car purchase.

To sale more cars, you need THE OBSERVER'S Automobile Section. Reached this fast-growing market. Call THE OBSERVER'S Advertising Department at (916) 452-4781.

The Sacramento Observer

SOURCES: California Department of Motor Vehicles, The Sacramento Observer Research Department and the West Coast Black Publishers Research Department.